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Electric Kitchenware

1. Mirro dome-top broiler has heating unit in cover. Its shape is fine, but the graphics are nondescript, the cord unit is awkwardly placed, and the handle on the cover—designed to hold lid steady when it rests on table—adds nothing to the unit's appearance.
Staff design.

2. Gala cooking grill is a new idea in cook-and-serve field. Like Mirro broiler (above), cover holds heating unit. Grill rests in cast aluminum base which, in turn, rests on hardwood platter. Unit can be used without cover, as a serving piece.
Staff design.

3. Gala broiler avoids decoration, illusions, complicated control panel; is sturdy, simply operated. Dome top fits over warming-frying area to make baker and ovenette. Unit utilizes all surfaces, performs many functions.
Staff design.

4. Casco Chef-Mate portable power base runs five (to date) attachments: mixer, juicer, blender, knife sharpener, coffee grinder. Base and mixer unit are cast zinc coated with Cymel in natural beige, aluminum bases of sharpener and blender are enamelled to match. Bowls and reamer are polystyrene, juice strainer is aluminum. Blender body is transparent amber polystyrene with brown hard rubber cover, amber polystyrene knob—and is just about the best-looking blender on the market.
Designer: Loewy and Snaith Inc.

5. Iona electric drink mixer of enameled steel has only one thing to do, is designed to do it. Motor housing is unpretentious; graphics are unassuming. In white with brushed aluminum wrap-around.
Designer: Gordon Florian.

6. Dominion mixer hangs on wall, provides storage for all parts. Cord wraps around shank of handle, beaters fit into special compartments on side. Idea is good, but fin shape unfortunate.
Designer: Gordon Florian.

4. Appliance center, *Casco Products Corp.*

Industrial Design
3-1961

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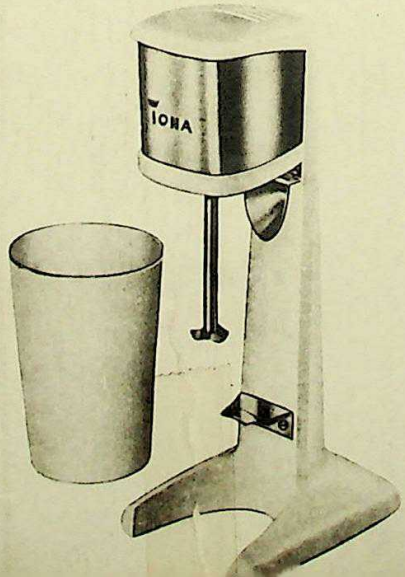
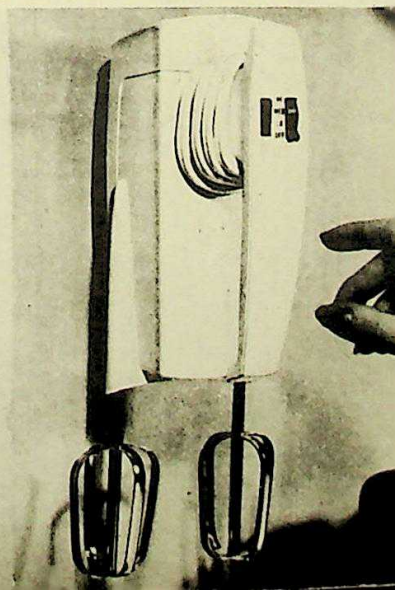
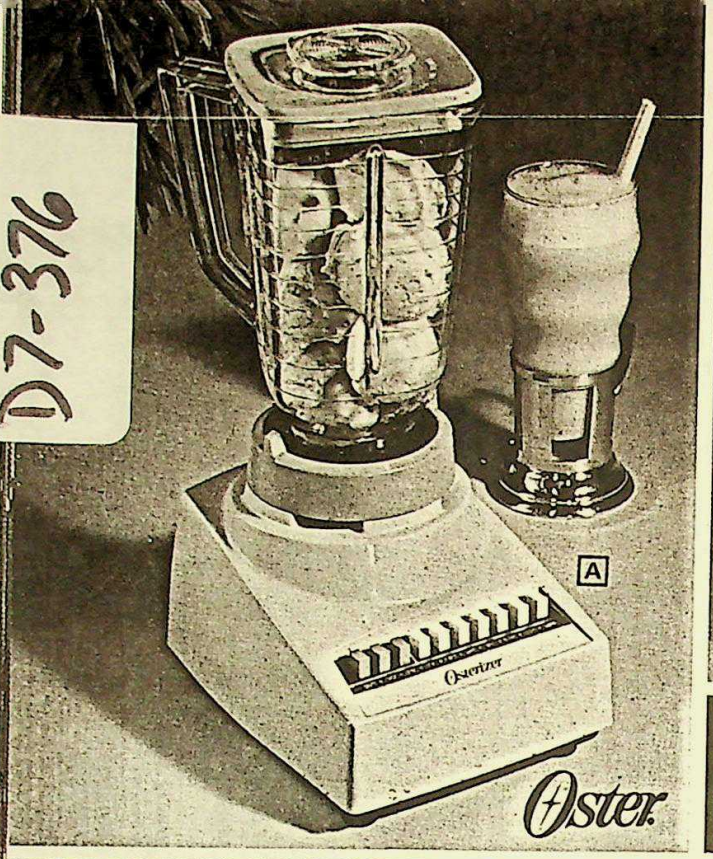
5. Drink mixer, *Iona Mfg. Co.*

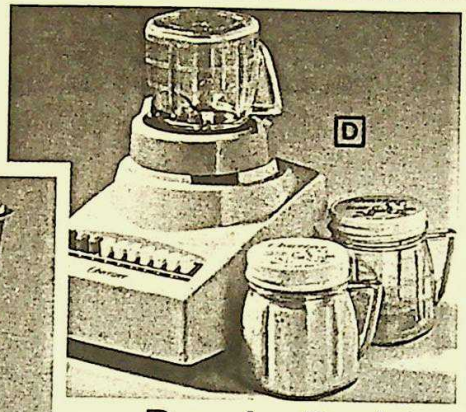


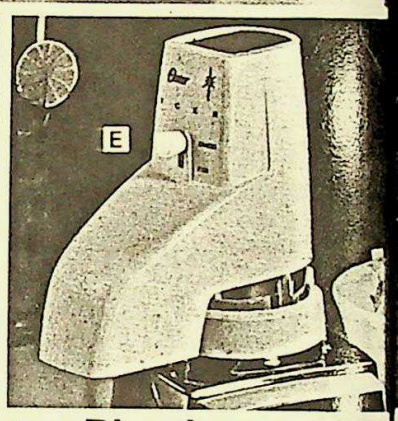
6. Portable mixer, *Dominion Electric Corp.*



D7-376







Popular Pushbutton Blenders

(A) OSTER 10-SPEED "CYCLE" BLENDER. 3 controlled cycle blending speeds, plus 7 continuous speeds. 5-cup container opens at both ends for easy emptying and cleaning. Measuring cap built into lid. Pouring lip, Sure-Grip handle. 36 page blender cookbook included. 7 lbs.

154725AJT1787 (828-05) Avocado **$28.95**
154709AJT1787 (828-04) Harvest **$28.95**

(B) OSTER 10-SPEED "CYCLOMATIC" BLENDER. Cyclomatic control automatically cycles on and off for controlled cycle blending. 10 speeds are also continuous. 5-cup glass container. 2-oz. measuring cap in cover. 84 page cookbook included. Black/chrome. 11 lbs.

154911AJT4493 (877-01) **$64.95**

(C) OSTER 16-SPEED "PULSE-MATIC" OSTERIZER. 6 cycle speeds plus 10 continuous speeds. 5-cup glass container. 2-oz. measuring cap built into splash proof cover. Pouring lip and Sure-Grip handle. Cord storage. 84 page Spin Cookery cookbook. 1000 watts. 10 lbs.

154881AJT3493 (857-05) Avocado **$46.95**
154865AJT3493 (857-01) Black **$46.95**

(D) OSTER ½ PINT "MINI-BLEND" CONTAINERS. Set of 3. Fits Osterizers or Oster Kitchen Center. Blend small portions of food; chop nuts; grind coffee or make baby food. Jars are heat and cold resistant and come with their own covers. 1 lb.

154989AJT244 ..... **$3.00**

(E) OSTER ICE CRUSHER ATTACHMENT. Converts Osterizer® or Oster Kitchen Center into an Ice Crusher. Adjust from coarse to fine. Safe—impossible to touch blades while operating. With recipe booklet and ice catch bag. 2 lbs.

154210AJT977 Harvest **$15.95**
154237AJT977 Avocado **$15.95**

(F) HAMILTON BEACH 7-SPEED BLENDER. 44 oz. Tyril container with measuring guide, pouring lip and handle. 8 pushbuttons—whip, puree, grate, chop, mix, blend, liquefy and off. 7 lbs.

133248HB1487 (612A) Avocado **$22.95**
133256HB1487 (612G) Gold ... **$22.95**

(G) HAMILTON BEACH "INSTA-BLEND" 16-SPEED BLENDER. Timer sets from 1-60 seconds, shuts off blending automatically. 44 oz. shatterproof container with measuring guide and handle. Detachable blades. 9 lbs.

133345HB2097 (658A) Avocado **$32.95**
426318HB2097 (658G) Gold ... **$32.95**

(H) SUNBEAM 16-SPEED SOLID STATE BLENDER. Additional touch-on control for instant agitation of ingredients. Stainless steel blades scientifically pitched for maximum blending efficiency. 5-cup heat resistant glass container with strap handle and removable blades for easy cleaning. Removable 1 oz. measuring cap. Non-skid feet. Harvest Gold with woodgrain base. 11 lbs.

436925XU2697 ..... **$38.50**

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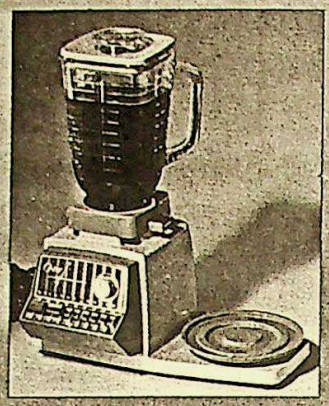
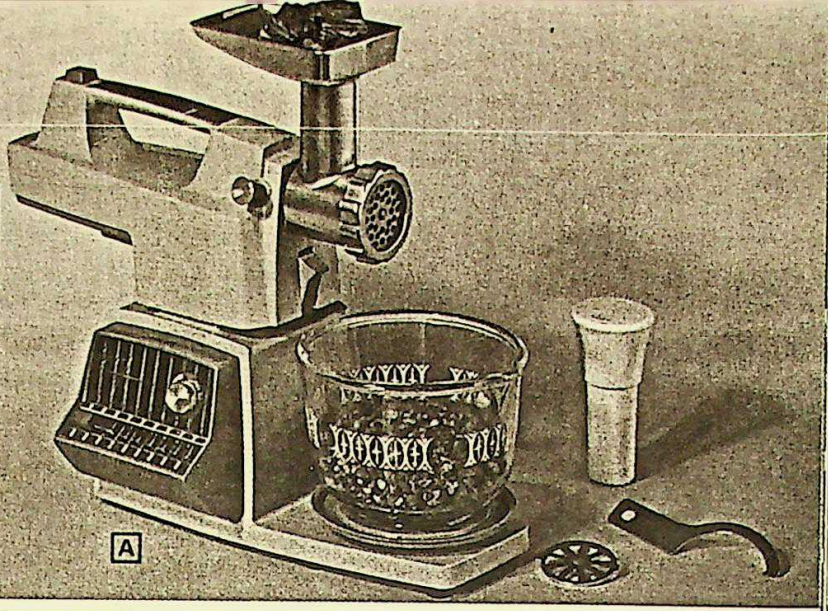
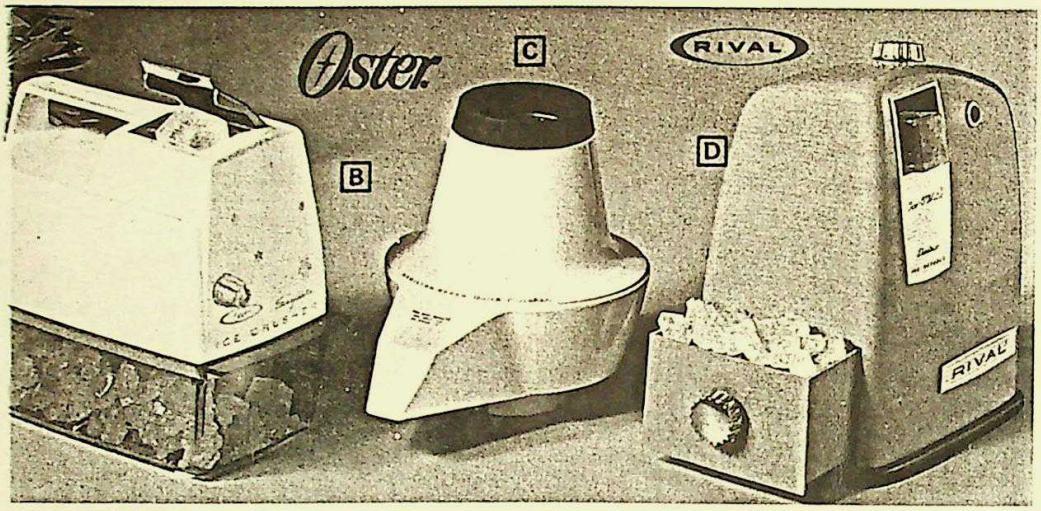
Oster D7-376

12-SPEED "KITCHEN CENTER"
3 APPLIANCES IN ONE COMPACT UNIT







Sensational Step-Savers

(A) OSTER 12-SPEED "KITCHEN CENTER" FOOD PREPARER. Most versatile food preparation machine ever made—a mixer, blender and fully powered food grinder. Blender has 12 continuous speeds or 12 speeds of controlled cycle blending. Mixer has 12 speeds with 4 qt. and 1½ qt. glass bowls and two chrome-plated beaters. Push-button beater ejector. Handles any mixing job with ease. Food grinder easily grinds meats, fish, cheese, dried bread, crackers, even nuts. Extra large hopper with food pusher and one fine and one coarse cutting disc. Includes 132 page recipe book. 1200 watts—fully powered. 25 lbs.
1960AJT8994 Avocado **$139.95**
1952AJT8994 Harvest **$139.95**

(B) OSTER "SNOFLAKE" ICE CRUSHER. Whirling, retractable arms crack ice instantly—powerful electric motor. Won't stall, jam or freeze up even when cubes are put in before motor is started. Has coarse to fine adjustment. Crushes and holds 3 trays of cubes at a time. Ice tray can be used for serving tray. White. 6 lbs.
4296AJT1687 ..... **$24.95**

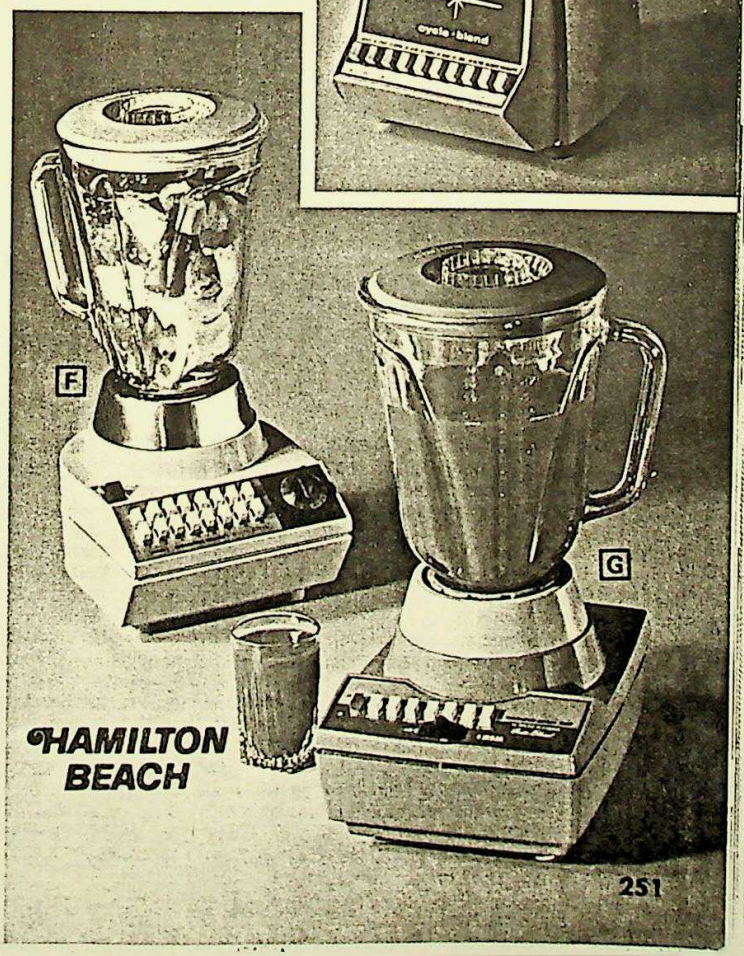
(C) HAMILTON BEACH ICE CRUSHER ATTACHMENT. Fits Hamilton Beach blenders. Crushes ice in no time. Compact, easy to use. Indispensable in preparing fancy drinks, relish trays, appetizers. White. 5 lbs.
33221HB1083 ..... **$16.95**

(D) RIVAL "ICE-O-MATIC"® PORTABLE ICE CRUSHER. Crushes automatically with high powered motor. Stainless steel stay-sharp blades. Dial selector. Light signals when ready. Removable drawer holds a full tray. Avocado. 10 lbs.
167495RM1997 ..... **$29.95**

(E) OSTER 10-SPEED "CYCLE BLEND" BLENDER. 5-cup glass container opens at both ends for ease of emptying and cleaning. 2 oz. measuring cap built into lid is removable for adding ingredients while processing. Spin Cookery cookbook included. Chrome base. 960 watts. 10 lbs.
154830AJT2647 (847-04) Gold **$37.95**
154849AJT2647 (847-05) Avocado. **$37.95**

(F) HAMILTON BEACH "SUPER 16" 16-SPEED BLENDER. "Insta-Blend" lets you "touch" blend on all 16 speeds. Timer turns blender off automatically for precise blending. Chrome collar. Solid state for dependability. 40 oz. glass container with measuring guide. 11 lbs.
133310HB2397 (636CT) Harvest . . . **$34.95**
133302HB2397 (636CT) Avocado . . **$34.95**

(G) HAMILTON BEACH 14-SPEED "INSTA-BLEND" BLENDER. 8 individual settings with high-low dual range and "Insta-Blend" feature for pulsating blending action. 40 oz. glass container with handle and lid. Cord storage. With handy 16 and 48 oz. blend, store, serve containers. 11 lbs.
133426HB1894 (691A) Avocado . . . **$29.95**
133434HB1894 (691G) Gold . . **$29.95**



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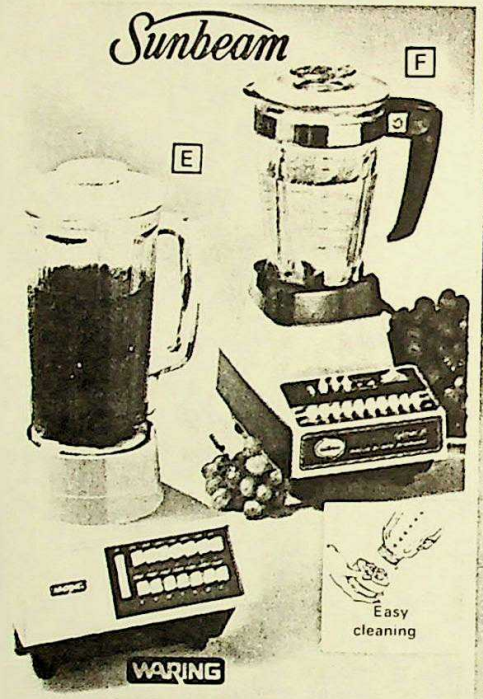

(A) **Hamilton Beach 14-Speed Blender Plus Model 640.** 40-oz. glass container; 48-oz., 16-oz., 12-oz. containers. Almond. 10 lbs.
706302HB2287 . . . . . **$34.95†**

(B) **Hamilton Beach 16-Speed Electronic Blender Model 2001AL.** Digital function readout. Smooth control panel. 1-60 second timer. 40-oz. glass container. Almond. 10 lbs.
958700HB4474 . . . . . **$69.95**

(C) **Hamilton Beach 14-Speed "Insta-Blend" Blender Model 691.** Insta-Blend lets you "touch" blend at any speed. 40-oz. container, 2 extra containers. Gold. 12 lbs.
133434HB2133 . . . . . **$32.95†**

(D) **Oster 10-Speed "Cycle-Blend" Osterizer Model 869.** 3 Cycle, 7 cont. speeds. 5-cup container. Cookbook. Almond. 7 lbs.
696676AJT1993 . . . . . **$29.95†**
As above in Harvest. Model 869-14. 7 lbs.
932566AJT1993 . . . . . **$29.95†**

(E) **Waring 14-Speed Blender Model 69-3.** 5-cup container. Recipe book. Harvest. 8 lbs.
617539WV2092 . . . . . **$31.95†**

(F) **Sunbeam 20-Speed Blender Model 4-73.** "Burst of Power" on any speed. "Touch Blend" button. 5-cup container. Harvest. 11 lbs.
563072XU3483 . . . . . **$49.95**

(G) **Hamilton Beach 14-Speed Blender Model 653.** Hi/lo switch. 40-oz. glass container; detachable blades. Avocado. 9 lbs.
551600HB1996 . . . . . **$29.95†**
As above in Harvest. Model 653G. 9 lbs.
551597HB1996 . . . . . **$29.95†**

(H) **Hamilton Beach 7-Speed Blender Model 612.** 44-oz. container. Gold. 7 lbs.
133256HB1663 . . . . . **$26.95†**
As above in Avocado. Model 612A. 7 lbs.
133248HB1663 . . . . . **$26.95†**

(J) **Oster 10-Speed Osterizer Model 833.** 4 Cycle speeds, 6 cont. speeds. 5-cup, and 1 mini-blend containers. Almond. 9 lbs.
696684AJT2487 . . . . . **$38.95**

(K) **Oster 14-Speed "Dual Range" Osterizer Model 848.** 5-cup glass container; one mini-blend container. Cookbook. Gold. 9 lbs.
571652AJT2992 . . . . . **$45.95**

(L) **Oster 16-Speed "Pulse-Matic" Osterizer Model 861.** Controlled Cycle blending. 5-cup container; 1 mini-blend, 1 blend/store container. Cookbook. Avoc./chrome. 10 lbs.
571679AJT3892 . . . . . **$59.95**
As above in White/chrome. Model 861-01.
571687AJT3892 . . . . . **$59.95**
3 "Mini-Blend" ½-Pint Containers. 1 lb.
154989AJT293 . . . . . **$4.25**
Ice Crusher Attachment Model 435. 2 lbs.
154210AJT1067 Harvest **$16.95**
154237AJT1067 Avocado **$16.95**

Please see front of catalog for an explanation of list prices (no symbol) and other reference retails (†), and page E for manufacturer warranty information.

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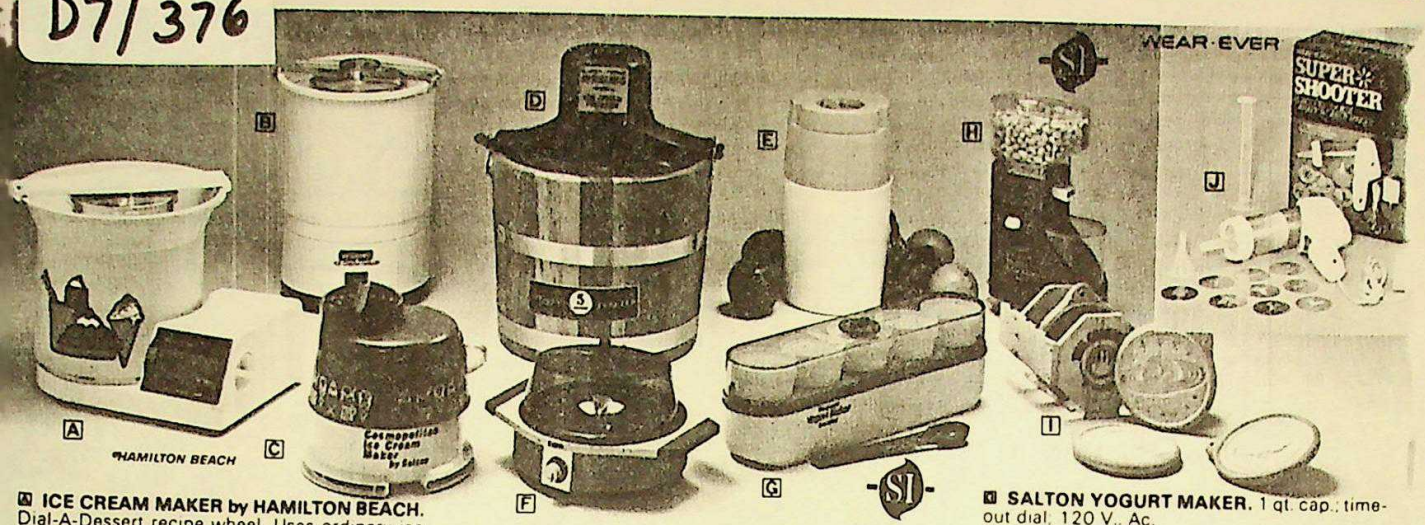

A ICE CREAM MAKER by HAMILTON BEACH. Dial-A-Dessert recipe wheel. Uses ordinary ice cubes and table salt. 2 qt. cap. 120 V., AC.
226 02E Your Cost **$22.85** $39.95

B WARING ICE CREAM PARLOR. Uses ice cubes, table salt. ½ gal. cap.; 110 V., AC.
261 20E Your Cost **$27.90** $49.95

C SALTON ICE CREAM MACHINE. Makes 1 qt. in 1 hour in freezer. 120 V., AC.
152 99E Your Cost **$17.90** $29.95

D ICE CREAM FREEZER. 2-5 qt.; 115 V., AC.
241 05E Your Cost **$23.50** $31.95

HAND OPERATED MODEL.
241 06E Your Cost **$13.75** $18.95

STERLING MODEL. 2-5 qt.; 115 V., AC.
241 10E Your Cost **$15.90** $20.95

E BIG BATCH YOGURT MAKER. 2 qt. cap.; flavor control. Container stores in refrigerator. 120 V., AC.
151 03E Your Cost **$6.90** $10.95

YOGURT MAKER. 6 cup cap. 110 V., AC.
151 01E Your Cost **$8.75** $13.95
DELUXE MODEL. With automatic timer.
151 02E Your Cost **$15.50** $22.50

F SALTON EGG COOKER. Teflon poacher, boils 8 or poaches 4 eggs. 110 V., AC.
152 01E Your Cost **$17.75** $27.95

G SALTON YOGURT MAKER. 1 qt. cap.; time-out dial. 120 V., Ac.
152 44E Cost **$7.90** $13.95
152 45E Cost **$4.90** Set of 5 extra cups 5.95

FAMILY SIZE. As above. 2 qt. cap.
152 18E **$14.90** $24.95
152 10E **$7.50** Set of 5 extra cups 9.95

H SALTON PEANUT BUTTER MACHINE. Makes ½ lb. smooth or chunky. 120 V., AC.
152 15E Your Cost **$12.80** $24.95

I COOKIE KIT. Set of 4 traditional Scandinavian cookie molds. Complete with recipes.
518 18E Your Cost **$12.50** $15.00

J WEAR-EVER SUPER SHOOTER. Electric cookie and candy maker. 120 V., AC.
162 99E Your Cost **$15.90** $39.95

K RIVAL KITCHENEER. Salad maker/ meat grinder with powerful 4" vacuum-lock base. Chrome plated cones shred, grate, slice, waffle, slice extra thick. Safety food pusher; two cutters; easy-clean hoppers.
38 09E Your Cost **$20.90** $33.95

Meat grinder only.
38 07E Your Cost **$9.90** $16.95

L ZYLISS AUTOMATIC CHOPPER. Stainless steel blades never stick, rotate automatically and cut everything.
50 55E Your Cost **$9.50** $13.00

M PASTA MACHINE. Authentic Italian spaghetti maker.
50 11E Your Cost **$24.75** $40.00

N RIVAL PIZZA PARLOR. Stoneware electric pizza cooker. 12" homemade or frozen pizza. 120 V., AC. 700 watts.
38 04E Your Cost **$19.74** $33.95

O MIRRO-MATIC PIZZARIA. Bakes a 12" pizza. 115 V., AC. 535 watts.
254 01E Your Cost **$14.90** $27.95

P SUNBEAM ELECTRIC CREPE MAKER. A gourmet fry pan too. 120 V., AC.
230 37E Your Cost **$18.75** $29.95

Q NORTHLAND ELECTRIC CREPE SET. Non-stick surface; drip pan. 120 V., AC.
527 30E Your Cost **$16.50** $24.95

R PROCTOR-SILEX PANHANDLER. Quick versatile mini-serving appliance with non-stick surface. 120 V., AC. 500 watts.
205 01E Your Cost **$17.75** $29.95

CORN POPPER TOPPER. For use with Pan-Handler. 3 qt. cap.
205 06E Your Cost **$4.75** $6.95

S POPCORN MACHINE. 4 qt. cap.; self-buttering feature. DuPont Teflon II. 110 V., AC.
230 09E Your Cost **$17.50** $27.95

T HAMILTON BEACH POPPER. Self-buttering; Duralon II lining; 4 qt. cap. 110 V., AC.
226 05E Your Cost **$11.80** $20.95

U WESTBEND BUTTERMATIC. Self-buttering corn popper; non-stick coating. 4 qt. cap. 120 V., AC. 525 watts.
263 02E Your Cost **$9.75** $19.95

V WEAR-EVER POPCORN PUMPER. Electric hot air popper pops corn without oil. 120 V., AC.
162 72E Your Cost **$21.75** $39.95

W POPCORN SET. 6 pc. glass serving set.
314 04E Your Cost **$10.90** $20.00

REFER TO FIRST PAGE FOR INFORMATION ON PRICING AND WARRANTIES

*Reference Price

W, Bell & Co. 1979 p. 306

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DEC. 3, 1979

HFD - RETAILING HOME FURNISHINGS SEC. ONE

Pasta lovers, rejoice!
The Spaghetti Machine is here and fresh pasta is only 10 minutes away.
Brand new from Mr. Coffee and in the whole U.S.A. it's only at Higbee's.
Ah, fresh pasta. Tender, delicate, delectable. Pasta snobs won't eat any other kind. Because it's made the natural way with fresh ingredients. Now so easy to make with this superb new Pasta-Matic machine. Once you've savored the joys of home-made capellini, fettuccini, linguini, macaroni and lasagne, it will be home-made pasta or nothing. Our machine comes with the 5 proper discs to do all this. What price pasta bliss with no fuss at all? 249.00 in Housewares (D. 673). All Stores.
Macaroni
Fettuccini
Lasagne
Capellini
Linguini
Now here's how:
Place flour in pasta machine mixer bowl and turn machine on. Break eggs and add water into the Pasta-Matic's liquid measure cup. Add eggs one at a time through container lid. Let machine run 3 to 4 minutes, switch off, lift cover and check dough consistency. If necessary, add a bit more water. Insert cutting disc for your choice of pasta, pull the lever and out comes pasta!
All ready to boil to al dente tenderness. Then pour on your favorite sauce and enjoy! Speaking of sauces, here's a recipe for a favorite: Fettuccini Alfredo. Clip it out and keep it.
See the Spaghetti machine in action: mouth-watering demonstrations, in our Housewares department, tomorrow and Saturday at all stores 11 to 4 P.M. Sunday, 1 to 4 P.M. at all stores except Youngstown and Downtown.
Fettuccini Alfredo
Make and cook 1 recipe of egg pasta with fettuccini disc, drain thoroughly. Melt ¾ cup of butter in large skillet till bubbly. Stir in 1 cup whipping cream and the drained pasta; cook over medium heat, stirring occasionally, for 3-5 minutes, till warm through. Stir in 2 cups grated Parmesan cheese and cook, stirring constantly, until creamy. Sprinkle lightly with a little white pepper and some grated nutmeg. Serve immediately to 6-8 appreciative guests.
Call 579-2500 anytime from Cuyahoga County. Elsewhere in Ohio, call toll free 1-800-362-2945.
THE Spaghetti Machine PASTA MATIC

AD FOR Mr. Coffee's new Pasta-Matic Spaghetti Machine run by Higbee's.

Mr. Coffee Tests $249 Pasta Unit

CLEVELAND — A test of Mr. Coffee's new Pasta-Matic Spaghetti Machine last week produced considerable consumer interest at Higbee's 11 stores here.

Higbee officials were "very pleased" with results generated by an initial ad and demonstration of the $249 unit that is said to make fresh pasta in 10 minutes, using flour, eggs and water. The machine can make five different kinds of pasta: Macaroni, fettuchini, lasagna, capellini and linguini.

Imported from Italy, the machine is strictly in the testing stage, a Mr. Coffee spokesman said.

Higbee's is baking up its introduction with prominent departmental displays, regular demos, and will follow it up with strong supportive advertising in the next few weeks.

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Three Faces of Pasta

GOURMET ELECTRIC buyers spend much of their time at the San Francisco Gourmet show shuttling between booths: Coffee Imports, Brady Marketing and Continental Gourmet. All three booths had pasta makers and buyers were closely watching the product demonstrations and asking hard questions about performance, pricing, delivery and durability. Most retailers seemed anxious to add at least one machine. One model, made by Osrow Products, wasn't demonstrated at the exhibit hall, but many buyers trekked to a nearby hotel to see the firm's new pasta maker.

The Simac unit, which is made in Italy, showed its $250 unit, under the marketing arm of Brady Marketing. Coffee Imports introduced a Bialetti units which features a see-through plastic container for mixing and kneading the dough. The Bialetti unit will retail for about $200. Continental Gourmet also showed Pronto Pasta, a unit set to retail for $225. Delivery is expected for late September.

housewares

executive changes

2 Timex Executives Exchange Positions

WATERBURY, Conn. — Allan N. Stewart has been named vice president and chief operating officer of the Timex Clock Co.

He succeeds C. Michael Jacobi, who has been named to Stewart's former post as vice president, marketing and sales, for Timex Corp., the parent company.

In his position with the clock company, Stewart will be responsible for manufacturing, engineering, sales, marketing and financial control worldwide.

Bridgeford Joins Graybar Electric

TRENTON, N.J. — Jim Bridgeford has resigned as housewares buyer for S.P. Dunham's here to join Graybar Electric Co.

He will be a sales representative for the distributor, working out of its Philadelphia office.

No successor has been named yet at Dunham's.

Toro Names Adams International VP

MINNEAPOLIS — The Toro Co. has named James W. Adams to the new position of senior vice president for international operations.

He has been a group vice president, heading Toro's Riverside, Calif., irrigation operations since 1974.

In his new post, effective July 1, Adams will join Toro's six-member executive management committee.

Jeff Brown Joins Bullock's as Buyer

LOS ANGELES — Jeff Brown has been named buyer of small electrics and clocks at Bullock's.

He was electric housewares buyer at The Broadway. No successor has been named for him by the store.

At Bullock's, Brown succeeds Barney Barrett, who has resigned. His plans are not known.

Regina Co. Appoints Nolan VP of Sales

RAHWAY, N.J. — Ron Nolan has been named vice president of sales at the Regina Co. here.

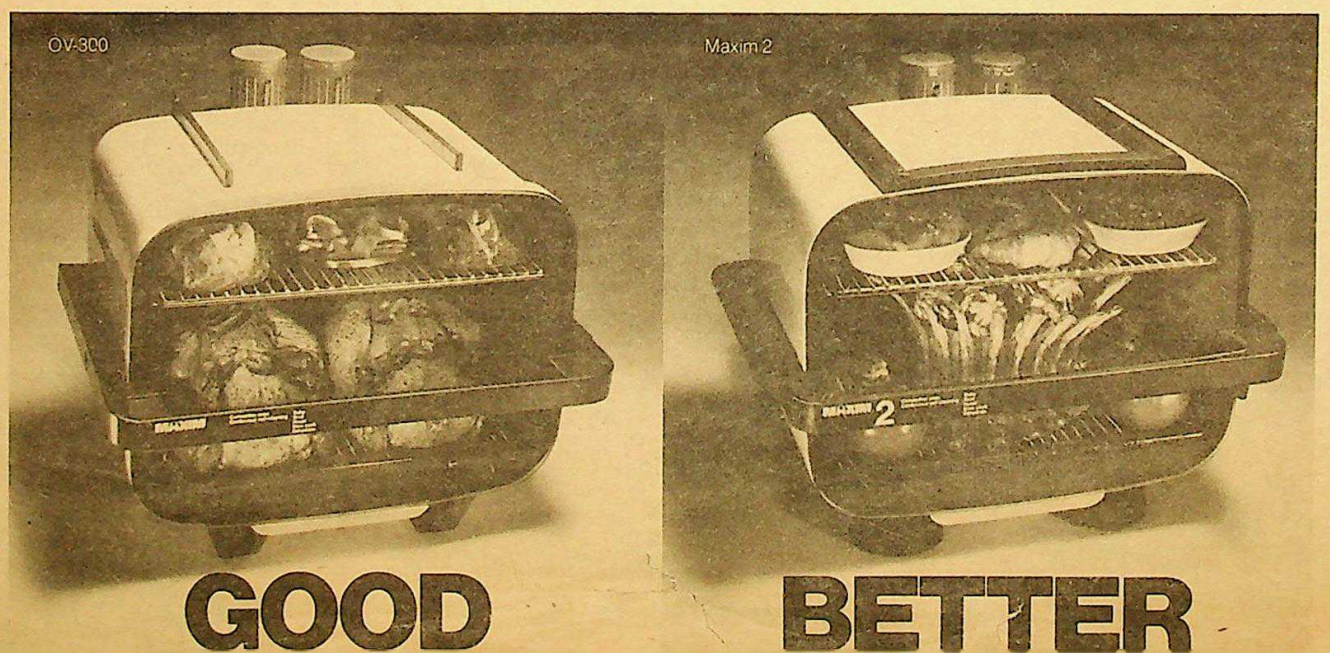
He fills post held by John Torpey, who died last month.

Nolan joined the vacuum cleaner producer in 1969 as Eastern regional sales manager. Since 1975, he has been national sales manager.

Club Products Taps Long for Sales Mgr.

JACKSONVILLE, Ark. — Lee E. Long has been named to the new post of general sales manager at Club Products here.

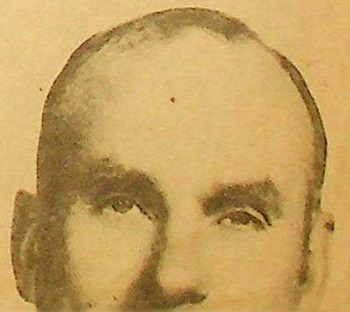
Prior to joining the cookware company, Long was vice president of sales at Turco Mfg. Co. and Cardinal Home Products. Long will have overall responsibility for sales activities at Club.



Marmurek VP, GMM At Sanger-Harris

DALLAS — Stan Marmurek has been named vice president and general merchandise manager for housewares, tabletop, textiles and men's wear at Sanger-Harris here.

He comes to the store from Burdines, Miami, where he was vice president and general merchandise manager for housewares, decorative home furnishings and leisure merchandise.



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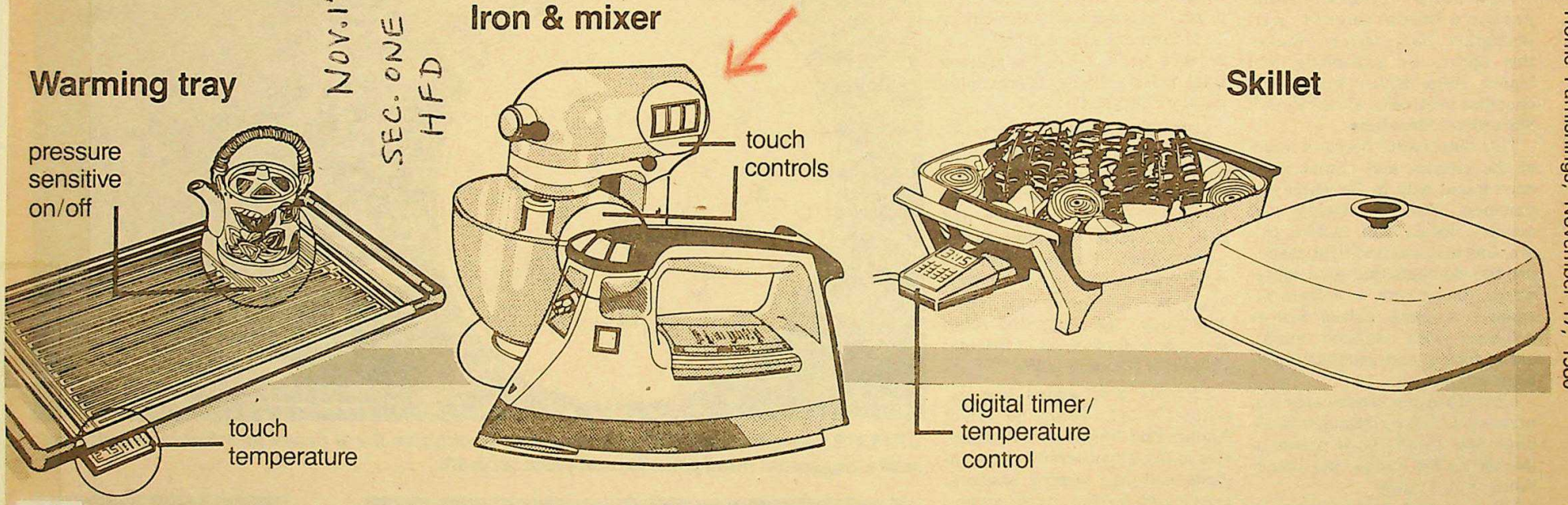
On the Shelves by '82?

NOV. 17, 1980
SEC. ONE
HFD



D7/376

D7/ WARMING & COOKING BOX

MICROCOMPUTER products for the future: Pictured are some of the products using microprocessor chips which are expected to be introduced in the next 18 months. From left: Vacuum cleaners are expected with a chip controlling the motor, thus creating efficiencies that permit the motor to be smaller. Controls on food processor motors, it is said, will allow for less gearing. Digital timers are coming, as well as chip-based metric measurement converters. A multi-function convection oven that has convection, radiant bake, broil and toast modes is on its way. A warming tray with pressure-sensitive on-off switch is expected. Touch controls on small appliances such as mixers and irons are coming, and so are skillets with chip-controlled timer and temperature, industry sources say.

Copies in

D7/379 mixers
360 skillets
362 hot plates
402 elements

D7/376 XR

MARCH 16, 1981

p. 22

HFD

HFD — Retailing Home Furnishings, Monday, March 16, 1981 Section 1 22

Chi Trib Rates La Nonna Boss Pastamaker

CHICAGO — The La Nonna pasta machine was rated #1 in a kitchen test of electric pastamaker performance, according to the Chicago Tribune.

In the test the La Nonna machine, which is distributed by Pietro Cora, Chicago, was compared to pastamakers by Bialetti, KitchenAid, Simac and Osrow.

In manual pasta cutting machines, a model by Atlas, manufactured by Marcato of Italy, took the honors.

Cutting machines that were stacked up against the Atlas model included the Imperia Noodle Chef from IPS Torino; Ampia Superlusso, from Marcato; and Titania, from IPS Torino. All of these companies are based in Italy.

The electric extruding machines were rated by ability to mix and knead, as well as ability to extrude various shapes of pasta and by ease of cleaning.

La Nonna rated an "OK" for mixing and extruding narrow and wide pasta and an excellent in kneading and in extruding spaghetti and tubular pasta. Cleaning of this $250 machine was said to be difficult.

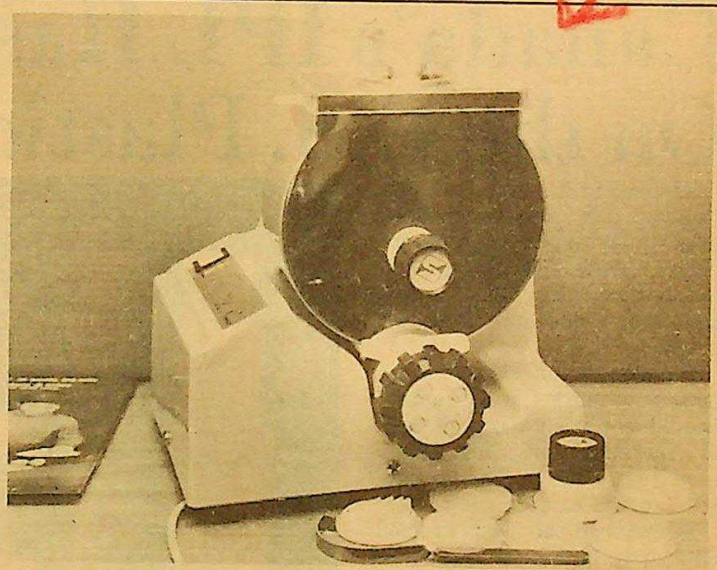
THE $250 BIALETTI machine was rated poor in mixing and OK in all other categories, with the exception of extruding spaghetti where it received an excellent. The $50 KitchenAid attachment received an OK in all categories, although it doesn't knead and extrude narrow pasta, and was the only machine to receive a less than difficult, or moderate on cleaning.

The Simac showed a poor on kneading and in extruding wide pasta, and an OK in all other categories with the exception of extruding tubular pasta where it received an excellent.

The $225 Osrow machine was rated poor on mixing and extruding narrow and tubular pasta and OK in all other categories.

Manual cutting machines were rated by rolling and cutting pasta and by ability to clean. All of these models were rated easy to clean.

The $38 Atlas model received an excellent in all categories; the $52 Imperia, excellent in rolling and cutting wide pasta and an OK in other categories. The $45 Ampia was rated excellent in cutting narrow pasta and an OK in all other categories, while the $43 Titania was called excellent in cutting wide pasta and an OK in all other categories.

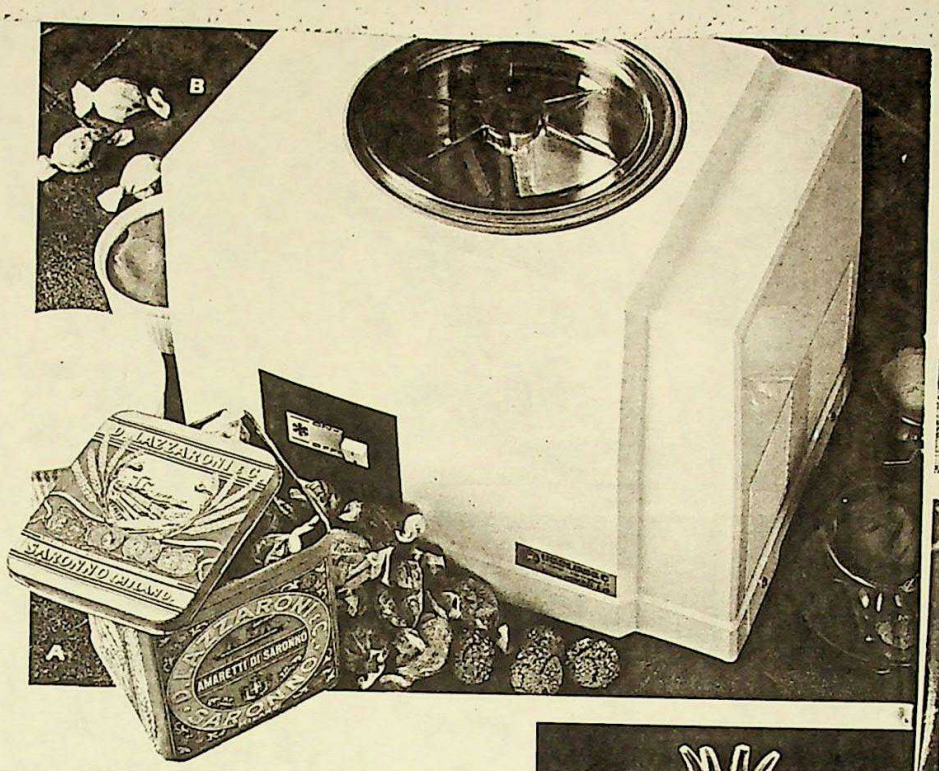


La Nonna pastamaker

Ingrid Ltd. Goes Suburban With New Party Plan Unit

Graybar Electric To Move Offices

D7-376

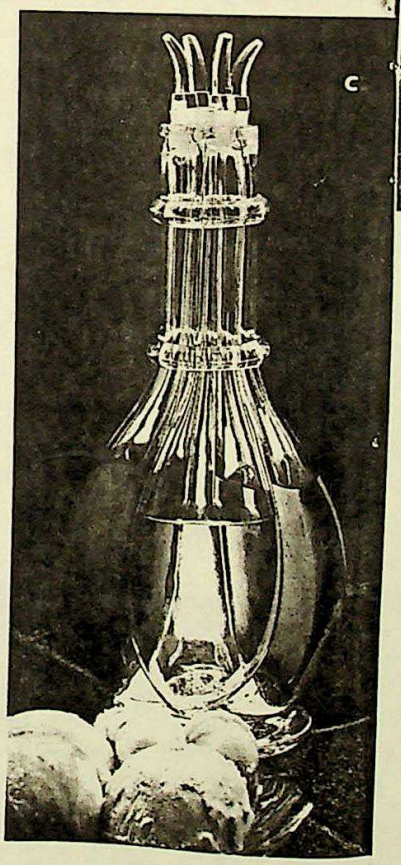


A Traditional Italian cookies called AMARETTI DI SARONNO are made only with powdered nuts, egg white and sugar. Note: No flour! A perfect partner for ice cream, after dinner wine or coffee or crumbled in special desserts, they are wrapped as pairs in pastel papers and packed in a splendid tin. 16 oz., 6" x 6" x 7" tin **#537-0013,** $9.00

B The MINIGEL ice cream machine is still the top in quality, workmanship (each machine is made by hand and tested for hours) and the ability to make sensational ice cream, sherbet and fresh fruit sorbets quickly and efficiently. Not only can it produce a quart of the finished product in just 15-20 min., but it can keep on producing for hours which is exactly why it is the choice of some of the finest restaurants in the country! Just put your fresh ingredients in the drum, switch on and let the Minigel's refrigeration unit stir and chill all by itself. Simple instructions and recipe book incl., 18" x 14" x 12", 110V, ⅛ HP motor. **#550-0015,** $750.00

C Ingenious FOUR COMPARTMENT DECANTER from France holds a quartet of different liqueurs. It's an easy and elegant way to dress up a universally loved dessert. Try Crème de Menthe over chocolate mint; Amaretto over vanilla almond; Kahlua over chocolate chip or Cherry Heering over cherry vanilla ice cream. They will all taste delectable! 12¼" H. with 7 oz. cap. in each separately stoppered side. **#250-0027,** $36.00

D Chuck Williams decided to have this hard-to-find ROUND COVERED ICE CREAM MOLD made in a size convenient for today's small dinner parties. Aluminum mold is 4" in diam. at base, 4¾" H. with 1½ qt. cap. When making an ice cream bombe, be sure to oil the mold with our French Toasted Almond Oil (see p. 40). It will ease unmolding and add that extra touch to make your desserts unique. Made in Italy. **#582-0020,** $7.50



E Made by the Silver Pa and ITS THE decadent. Th buttery; the creamery bu and Its The E berries, strav well worth t CARAMEL PE FUDGE #67 ITS THE BERR

F In addition ton Beach Prc velous mayonr pancake batte water into cor 19½" x 6 9/16" x enamel aluminu motor with spe switches. 24 oz **#901-0029,** $1 Additional 24 c CONTAINER a **#901-0037,** $12

Williams-Sonoma Holiday 1981 p. 8
Reed Nov. 7, 1981

D7-376

TRONGER
HE PIONEER...
THE EXPERT...IN ELECTRIC APPLIANCES

Hong Kong Enterprise 11/1982

HIRAOKA & CO (H.K.) LTD

blend it . . . crush it!

1 **Oster 10-Speed "Cycle-Blend" Osterizer Model 869-16.** 3 pulse speeds, 7 continuous speeds. 5-cup container. Almond. 6 lbs.
696676AJT Your Price $23.86... $38.95

2 **Oster 16-Speed "Pulse-Matic" Osterizer Model 861-66.** 16 pulse/continuous speeds. 5-cup container, one ½-pint mini-blend jar. 9 lbs.
997528AJT Your Price $39.46... $61.95

3 **Oster 14-Speed Dual-Range Osterizer Model 848-34.** 14 pulse/continuous speeds. Controlled cycle blending gives start/stop control. 5-cup container. 9 lbs.
571652AJT Price $33.73 Gold.. **$54.95**
926248AJT Price $33.73 White. **$54.95**

4 **Hamilton Beach 14-Speed Blender Model 653G.** High/low switch, 5-cup container. 11 lbs.
551597HB Your Price $24.92... $42.48

5 **Oster Ice Crusher Accessory Model 435-11.** For Oster blenders, "Kitchen Center". 2 lbs.
997498AJT Your Price $15.94... $22.95

6 **Waring 14-Speed Blender Model BL1328.** 7 high, 7 low speeds. 5-cup shatterproof pitcher. Salad dressing maker attachment. 6 lbs.
891908WV Your Price $23.94... $38.99

7 **Hamilton Beach 14-Speed Blender Model 640AL.** High/low switch. 5-cup container; 12, 16 and 48-oz. "Blender Plus" jars. 11 lbs.
706302HB Your Price $29.84... $49.95

8 **Waring 14-Speed Blender Model BL6668.** "Blend Control" converts all speeds to "Flash Blend". 5-cup container; 16 and 48-oz. jars. Salad dressing maker attachment. 10 lbs.
875880WV Your Price $34.98. $54.99†

9 **Hamilton Beach 7-Speed Blender Model 600AL.** 5½-cup shatterproof container. 7 lbs.
875872HB Your Price $19.94... $33.95

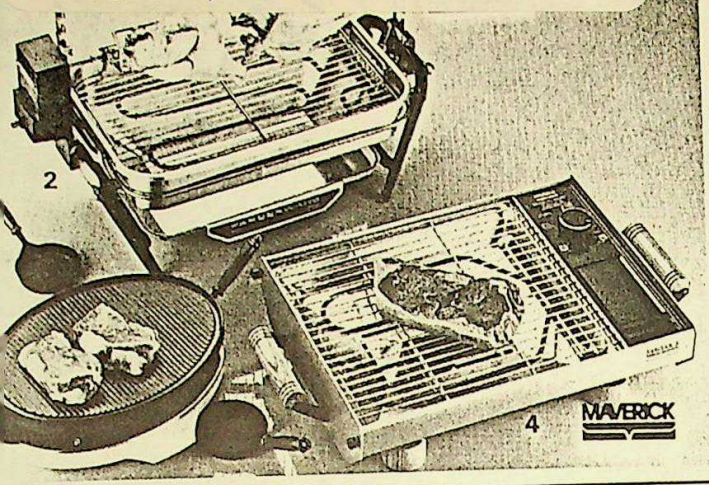
10 **Oster 10-Speed Dual Range Osterizer Model 643-46.** 5-cup container. 9 lbs.
997501AJT Your Price $28.87... $46.50

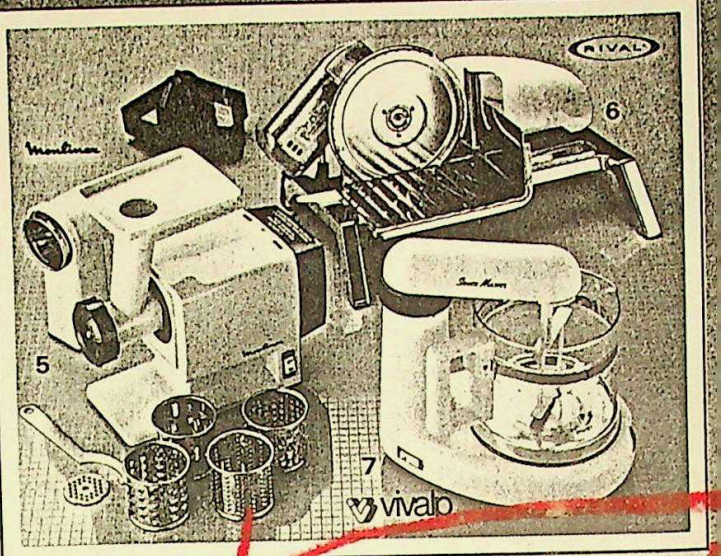
11 **Salton "The Drink Mixer" Model MR-1.** High speed motor, automatic on/off. 3 lbs.
975222AAL Your Price $21.89. $29.95†

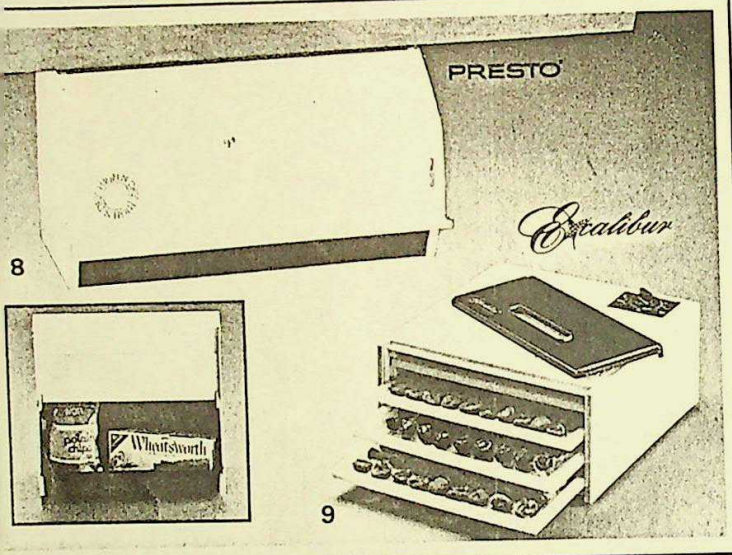
Please see front of catalog for an explanation of list prices (no symbol) and other reference retails (†), and page D for warranty information. Our index and order blanks are located between pages 258 and 259.

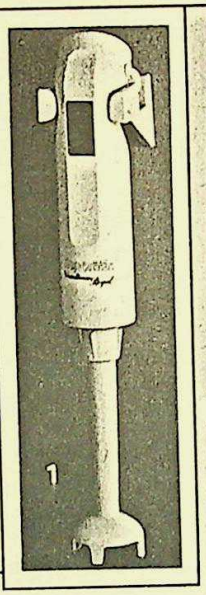
Best 1982/83 Catalog

07-376
W. Bell + Co. catalog
1985 p. 375









Kitchen Magic!!

1 Moulinex/Regal Supermix Immersion Blender. Single speed immersion blender can be used in any plastic or metal container. Includes: chopping blade, whipping/mixing disc, beater, 4½ cup mixing container and strainer. Wall mountable. (6 lbs.)
213 03E $59.50 ..... *Your Cost* **$38.50**

Counter Top Cooking
Choose from three unique cooking systems for counter or table top.

2 Farberware Broiler/Rotisserie. Smokeless, "Open Hearth" cooker. Turns meat for even self-basting. 1650 watts. 10" x 15". (15 lbs.)
264 45E $89.99 ..... *Your Cost* **$59.75**

3 Vivalp Table Top Grill. Includes 4 non-stick broiling pans, removable, non-stick grill top and recipe booklet. (7 lbs.)
184 02E $55.00 ..... *Your Cost* **$39.75**

4 Maverick Indoor Electric Grill. Smokeless grill with exclusive open air reflective cooking system lets fats and juices drain into concealed grease tray. Reflector, grease tray and cooking grill are dishwasher safe. 11" x 15" cooking surface. UL listed. (8 lbs.)
185 01E $89.95 ..... *Your Cost* **$59.50**

5 Moulinex/Regal Kitchen Works. Versatile food grinder shreds, grates, juices and crushes ice. Includes: citrus juicer, sausage stuffer, hamburger patty maker, cutting blade, two grinding blades, 5 slicing/shredding discs, 2 feed tubes and 2 food pushers. Recipe/instruction book included. (28 lbs.)
213 04E $66.95 ..... *Your Cost* **$39.50**

Rival Electric Slice Crafters
Serrated steel blades cut from wafer thin to ¾" thick slices. Food tray with thumb guard.

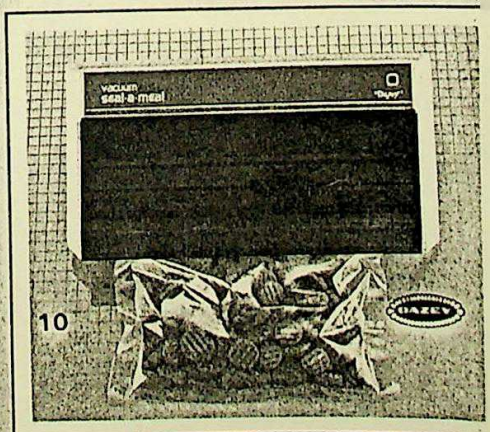
6 Deluxe Slicer. 6½" blade. (13 lbs.)
238 11E $81.95 ..... *Your Cost* **$46.90**
Large Deluxe Slicer. 7¼" blade. (14 lbs.)
238 30E $105.45 ..... *Your Cost* **$59.90**

7 Vivalp Sauce Master. Automatic two-speed mixer for hot or cold sauces. Variable, thermostatic heat control. Includes one-liter heat resistant glass bowl and recipe book. (9 lbs.)
184 01E $80.00 ..... *Your Cost* **$59.50**

8 Presto Food Crisper. Countertop or mountable under cabinet. Keeps open packages of crackers, chips and cereals crisp. Can be unplugged and used as a bread box in low humidity. (7 lbs.)
243 10E $49.98 ..... *Your Cost* **$32.50**

9 Excalibur Food Dehydrator. Four tray food dehydrator, thermostatically controlled with fan-forced air flow. 4 sq. ft. of drying space. (10 lbs.)
274 02E $79.95 ..... *Your Cost* **$47.75**

10 Dazey Seal-A-Meal III. Energy-saving food storage/cooking system. Vacuums air from bollable pouches and seals them. Cuts reheating/cooking time 50%. (4 lbs.)
285 01E $49.98 ..... *Your Cost* **$27.90**
Sambags. Twelve 8" x 12" bollable pouches. (1 lb.)
285 04E $3.48 ..... *Your Cost* **$3.00**
Sambags. Fifty 1½ pint bollable pouches. (1 lb.)
285 07E $8.38 ..... *Your Cost* **$7.50**
Pouch Material. 10" x 20' roll. (1 lb.)
285 03E $5.48 ..... *Your Cost* **$4.90**



eference Price

REFER TO PAGE TWO FOR INFORMATION ON PRICING AND WARRANTIES

D7-376 AU 292 48505

DL 0221916
MAY 1985

ELSU ★ **P28** **85-217104/36** **★DD-221-916-A**

Mixing attachment for hand mixer - has specially shaped walls ensuring thorough mixing with no dead areas

VEB ELEKTROGERATEW SUHL 15.12.83-DD-257971

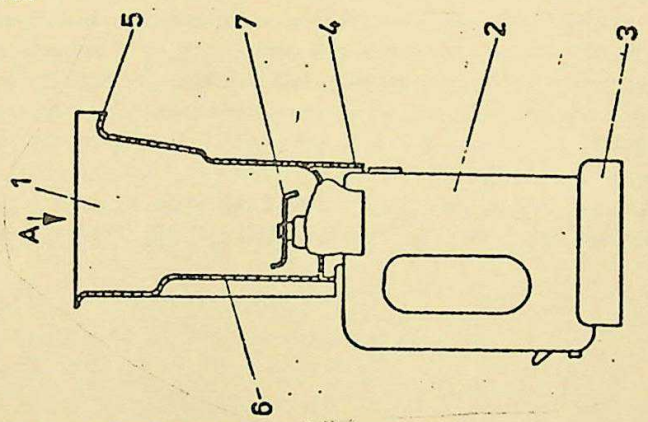
(08.05.85) A47j-43/04 A47j-44

15.12.83 as 257971 (307RW)

The mixer attachment for hand mixers comprises convex trapezoidal wall surfaces. An anti-rotation feature is formed by a protruding edge assimilating the mixer and a baffle system which fulfils certain specific conditions.

ADVANTAGE - The attachment fits onto the mixer appliance secure against rotation. The contents are mixed up thoroughly so that no substances remain out of the mixing area.(Dwg.No.1)

N85-163078



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DEUTSCHE DEMOKRATISCHE REPUBLIK

PATENTSCHRIFT

(12) **Wirtschaftspatent**

(19) **DD** (11) **221 916 A1**

Erteilt gemäß § 17 Absatz 1 Patentgesetz

4(51) **A 47 J 43/042**
A 47 J 44/00

AMT FÜR ERFINDUNGS- UND PATENTWESEN

In der vom Anmelder eingereichten Fassung veröffentlicht

(21) WP A 47 J / 257 971 6 (22) 15.12.83 (44) 08.05.85

(71) Kombinat VEB Elektrogerätewerk Suhl, 6000 Suhl-Nord, Industriegelände, DD
(72) Herda, Norbert, Dipl.-Ing.; Jubt, Manfred; Wilhelm, Wolfgang; Heimbürger, Klaus, DD

(54) Mixaufsatz für Handrühr- und Mixgeräte

(57) Die Erfindung betrifft einen Mixaufsatz, der im Haushalt in Verbindung mit einem Handrühr- und Mixgerät anwendbar ist. Das Ziel der Erfindung besteht in der weitestgehenden Vermeidung von Schattenzonen, in der Beseitigung des Strömungskegels, in einer homogenen Zerkleinerung des Mixgutes und in einer verdrehsicheren Ankopplung an ein Rührgerät. Daraus ergibt sich die Aufgabe, einen Mixaufsatz für Handrühr- und Mixgeräte konstruktiv so zu gestalten, daß unter Vermeidung von Schattenzonen und dem Ausschalten einer Strömungskegelbildung eine homogene Zerkleinerung des Mixgutes und eine verdrehsichere Ankopplung an ein Handrühr- und Mixgerät ermöglicht wird. Die Aufgabe wird erfindungsgemäß dadurch gelöst, daß ein Mixaufsatz konvexe, trapezförmige Wandflächen, einen Verdrehschutz, der aus einem dem Handrühr- und Mixgerät angeglichenen, überstehenden Rand gebildet ist sowie ein Prallsystem, das bestimmte spezifische Bedingungen erfüllt, aufweist. Fig. 1

ISSN 0433-6461

7 Seiten

Kombinat
VEB Elektrogerätewerk Suhl
6000 Suhl-Nord
Industriegelände

Suhl, den 08. 12. 83
Klasse: A 47 J

Titel der Erfindung

Mixaufsatz für Handrühr- und Mixgeräte

Anwendungsgebiet der Erfindung

Die Erfindung betrifft einen Mixaufsatz, der im Haushalt in Verbindung mit einem Handrühr- und Mixgerät anwendbar ist.

Charakteristik der bekannten technischen Lösungen

Es ist bekannt, daß zur Vermeidung des Strömungskegels Mixbehälter geschaffen wurden, bei denen ein extremes Verhältnis von Länge zu Breite vorhanden ist bzw. daß die Mixbehälter komplizierte kantenreiche Innenformen besitzen.
Es ist weiterhin bekannt, den Strömungskegel durch verschiedene Umlenkrippen bzw. Prallrippen (DE-OS 29 36 804), die in den Mixbehältern angeordnet sind, zu verhindern.

Diese Lösungen haben den Nachteil, daß die Mixbehälter aufgrund ihrer geometrischen Konfiguration nur schlecht zu reinigen sind und daß sich durch die Anordnung von Prallrippen Schattenzonen bilden, in denen das Mixgut nicht erfaßt und zerkleinert wird.

15 DEZ 1983 * 136578

Ziel der Erfindung

Das Ziel der Erfindung besteht in der weitestgehenden Vermeidung von Schattenzonen, in der Beseitigung des Strömungskegels, in einer homogenen Zerkleinerung des Mixgutes und in einer verdrehsicheren Ankopplung an ein Handrühr- und Mixgerät.

Darlegung des Wesens der Erfindung

Der Erfindung liegt die Aufgabe zugrunde, einen Mixaufsatz für Handrühr- und Mixgeräte konstruktiv so zu gestalten, daß unter Vermeidung von Schattenzonen und dem Ausschalten einer Strömungskegelbildung eine homogene Zerkleinerung des Mixgutes und eine verdrehsichere Ankopplung an ein Handrühr- oder Mixgerät ermöglicht wird.
Die Aufgabe wird erfindungsgemäß dadurch gelöst, daß ein Mixaufsatz konvexe, trapezförmige Wandflächen mit Übergangsradien, ein Prallsystem sowie einen überstehenden Rand, der als Verdrehschutz dient, aufweist. Dabei erfüllt das Prallsystem folgende Bedingungen:

$$\frac{a1}{a} = \frac{2}{3} \quad / \quad c = \text{const.} \quad 2 \leq c \leq 5 \text{ mm} \quad / \quad 5^{\circ} \leq \alpha \leq 40^{\circ}$$

Das Prallsystem ist im Mixaufsatz dem exzentrisch gelagerten Messer am nächsten angeordnet. Gegenüberliegend befindet sich ein Überlauf.

Ausführungsbeispiel

Die Erfindung soll nachstehend an einem Ausführungsbeispiel näher erläutert werden. Die zugehörigen Zeichnungen zeigen im einzelnen:

Fig. 1: eine prinzipielle Darstellung des Mixaufsatzes mit Antriebsgerät

Fig. 2: eine Draufsicht von Figur 1

Fig. 3: eine vergrößerte Darstellung von Figur 2

In der Darstellung nach Figur 1 ist der Mixaufsatz 1 ein Handrührgerät 2 und der dazugehörige Untersatz 3, der die Standfestigkeit des Geräteensembles gewährleistet, abgebildet. Der Mixaufsatz 1 mit dem innen gelagerten Mixermesser 7, dem an der Innenwand angeordneten Prallsystem 6 und dem gegenüberliegenden Überlauf 5 weist einen überstehenden Rand 4 auf, der den Mixaufsatz 1 vor Verdrehung sichert.

In Figur 2 ist der Mixaufsatz 1 mit dazugehörigem Handrührgerät 2 und Untersatz 3 dargestellt. Dabei ist zu erkennen, daß der Querschnitt des Mixaufsatzes 1 dem des Handrührgerätes 2 angeglichen ist und daß das Prallsystem 6 so angeordnet ist, daß es dem exzentrisch gelagerten Mixermesser 7 am nächsten liegt.

In der Abbildung nach Figur 3 sind die Bedingungen, die das Prallsystem 6 im Mixaufsatz 1 erfüllt, dargestellt. Dabei entsprechen

$$\frac{a1}{a} = \frac{2}{3}$$

c = const. $2 \leq c \leq 5$ mm

$5^{\circ} \leq \alpha \leq 40^{\circ}$

Erfindungsansprüche:

1. Mixaufsatz für Handrühr- und Mixgeräte, dadurch gekennzeichnet, daß der Mixaufsatz (1) sogenannte konvexe, trapezförmige Wandflächen (8) mit Übergangsradien (9), einen Verdrehschutz, der aus einem dem Handrühr- und Mixgerät angeglichenen, überstehenden Rand (4) gebildet ist sowie ein Prallsystem (6) aufweist, wobei das Prallsystem (6) folgende spezifische Bedingungen erfüllt:

   $\frac{a1}{a} = \frac{2}{3}$

   $c = \text{const.} \quad 2 \leq c \leq 5 \text{ mm}$

   $5^{\circ} \leq \alpha \leq 40^{\circ}$

2. Mixaufsatz nach Punkt 1, dadurch gekennzeichnet, daß das Prallsystem (6) so angeordnet ist, daß es dem exzentrisch gelagerten Mixermesser (7) am nächsten liegt.

3. Mixaufsatz nach Punkt 1 und 2, dadurch gekennzeichnet, daß dem Prallsystem (6) gegenüberliegend ein Überlauf (5) angeordnet ist.

4. Mixaufsatz nach Punkt 1 bis 3, dadurch gekennzeichnet, daß das Prallsystem (6) eine Rippe aufweist.

- Hierzu 2 Blatt Zeichnungen -

Fig. 1

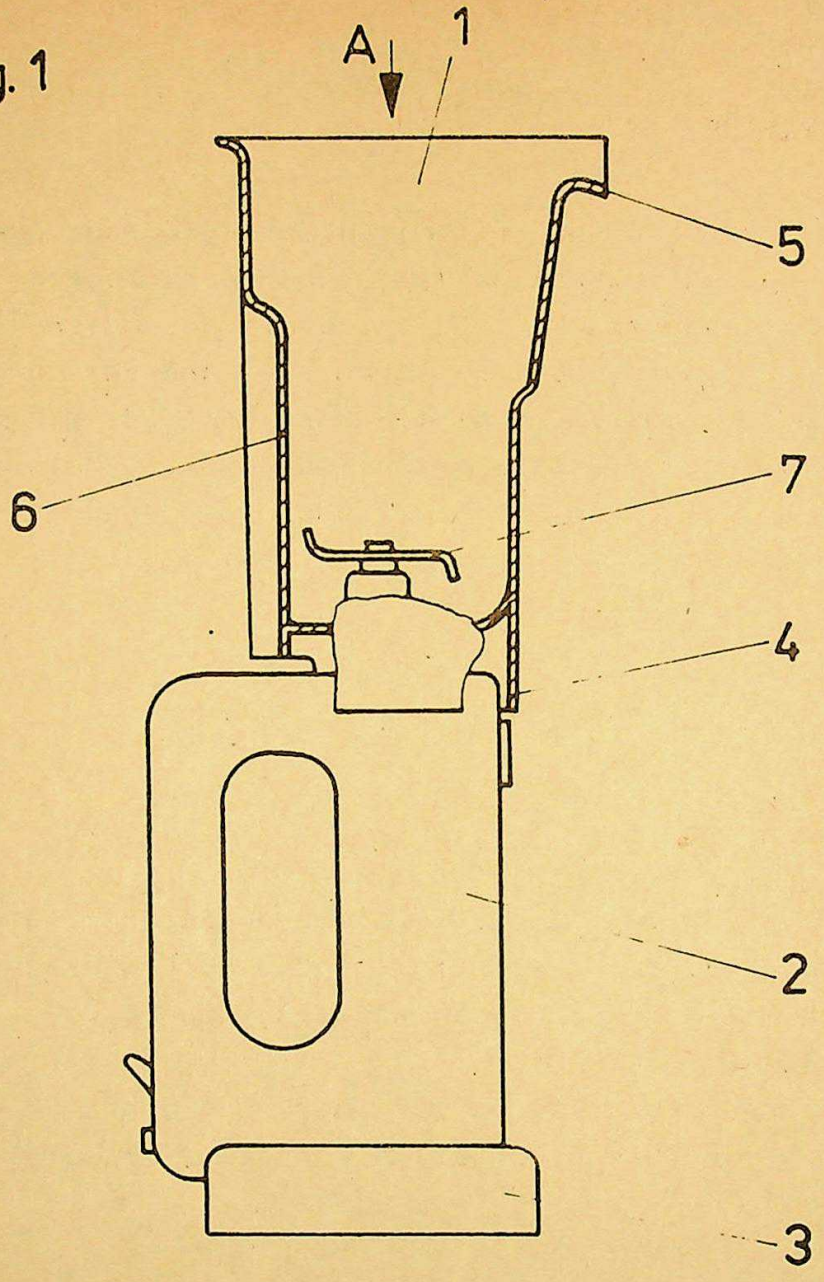
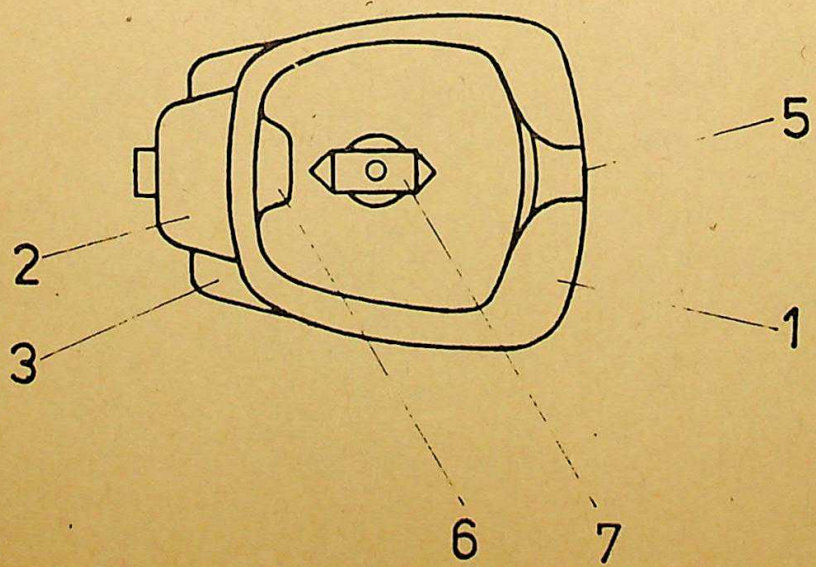
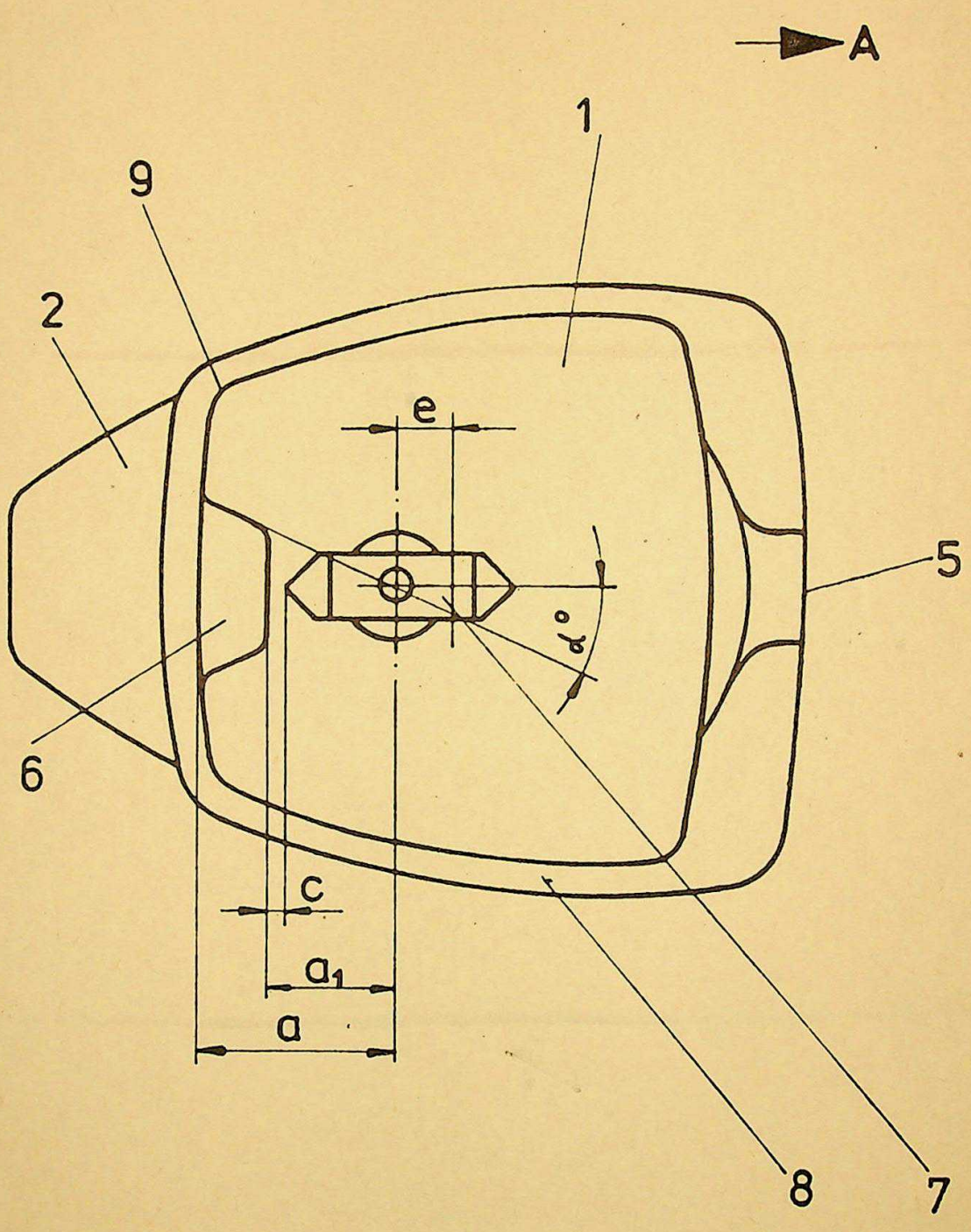


Fig. 2



31 MAI 1984 * 158930

Fig. 3



27.MRZ 1984 * 159930

C Bake sensational loaves of crusty bread in the **Instant Brick Oven** made by Sassafras. It is a half-sphere *cloche* over a 2" deep base, both made of unglazed stoneware. Form bread dough into a ball, place on base, cover with the *cloche*, let rise until double in bulk and bake in hot oven. The result is a marvelous, crisply crusted loaf. *Cloche* is 6" H. and base has 11½" diameter. Recipe included. #50-19356 $35.00

D Once essential in Colonial American kitchens, the **Wooden Dough Bowl** of North Carolina Tupelo Gum is just as useful today. Bread dough is easily kneaded within the bowl, then covered. The natural warmth from the rising dough is insulated in the thick (yet lightweight) wood. It *will not crack* and doubles as a handsome fruit bowl for your table. 19" x 11" x 2½". #50-17749 $24.00

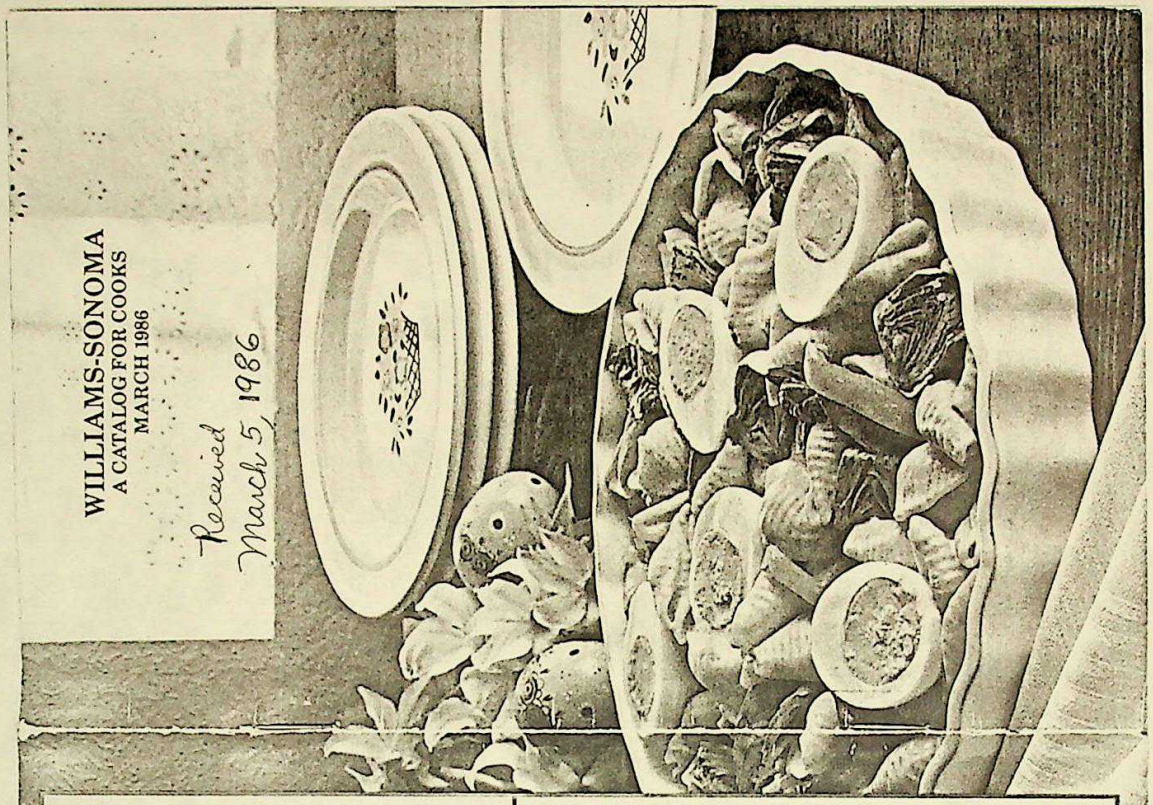
E ***The Italian Baker*** by Carol Field is the first cookbook to present the diverse baking traditions of Italy. The author has done an outstanding job of seeking out the best, from rustic loaves to wonderful dessert confections. The recipes are beautifully presented for making by hand, by electric mixer and by food processor; and it's a great book to read. Hardbound. #50-96388 $19.95

*Sorry, we cannot gift wrap this item.

F French **Round Cooling Racks** are formed of a continuous coil of closely set tinned wire. 12" diam. Set of two #50-08326 $10.00

G The new Kitchenetics™ **Gourmet Champ**™ from West Germany is the first household mixer engineered with superior bread making ability. It also combines the functions of mixer, food processor *and* blender in one sleek unit. The powerful geared-down drive of the mixer *(you can not stop it)*, with its ingeniously crafted dough hook and blade, is strong enough to thoroughly knead 8½ pounds of bread dough in just 8 minutes, twisting, turning and stretching the mixture to distribute the gluten evenly. The stainless steel dual whisk is designed to fit inside the bowl with minimum clearance to whip egg whites (even *one* egg white) and other delicate mixtures to a high volume quickly. The surgical steel blades of the liquifier/blender spin at 18,000 rpm, making short work of puréeing and liquefying foods. In addition, this machine has a processor attachment with one stainless steel slicing and two shredding drums for vegetables. Lexan™ mixer bowl holds 4 qts., blender goblet holds 1½ qts. Three speeds (high, low and "pulse"). Full instructions and recipe book included. 14" W. x 9" D. x 16" H. to top of blender. #50-95562
Regularly $429.00 **Special Price $329.00***

D7/376 COVER PAGES FOR P. 23



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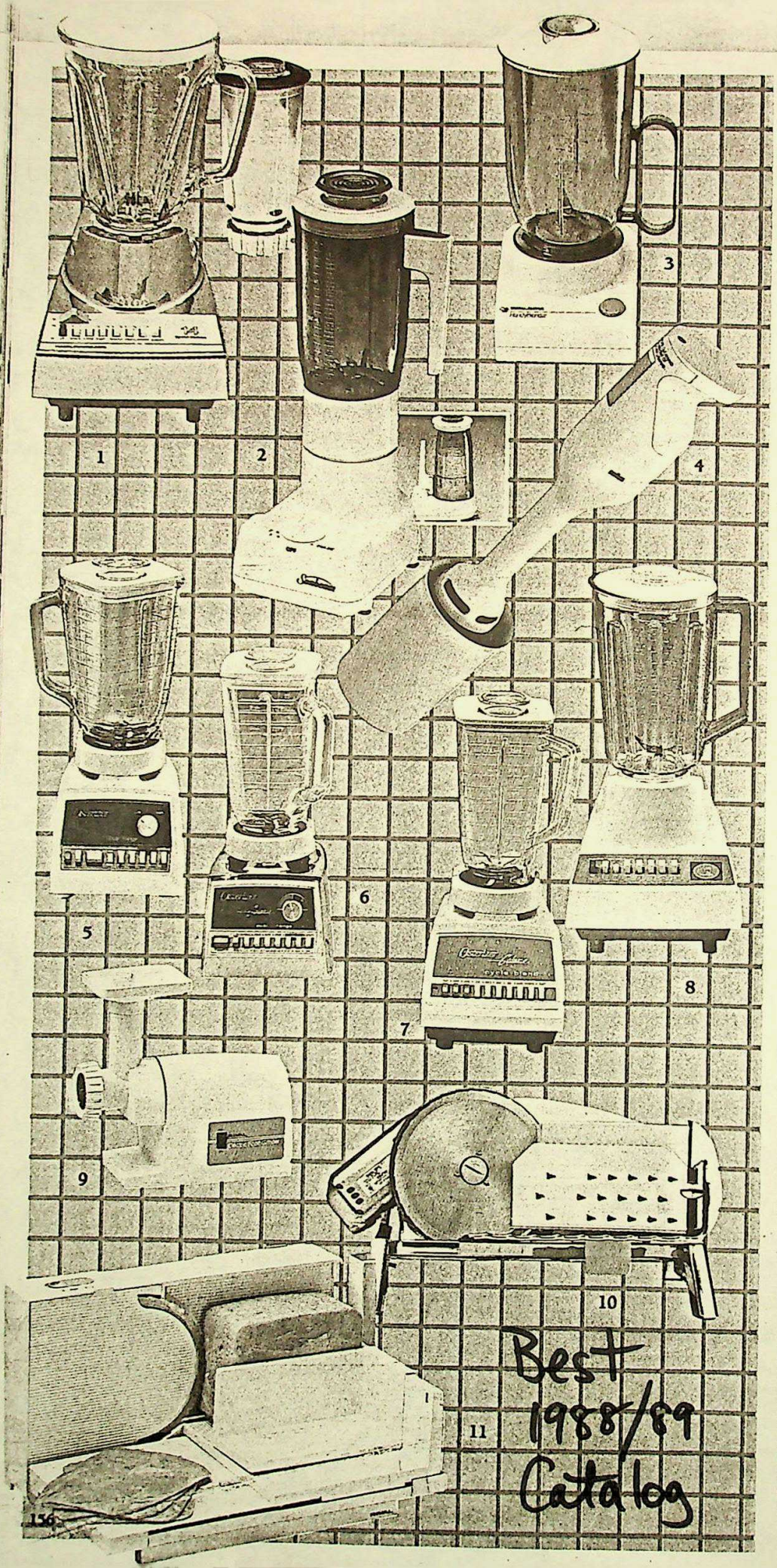

1 Hamilton Beach 554CK 14-Speed Blender Plus. 40-oz. glass container. Includes a stainless steel mix/serve container. 10 lbs.
▲249661 $49.95† ..... Your Price $44.99

2 Sunbeam 04101 Storable Drink Blender. 2 speeds plus pulse. Stores in half the space of ordinary blenders. 4 lbs.
▲165654 $29.95† ..... Your Price $24.99

3 Black & Decker HB10 HandyBlender™ Cordless Rechargeable Blender. Dishwasher safe Lexan carafe. Powerful blender crushes ice. 3 lbs.
▲783617 $39.95† ..... Your Price $34.99

4 Braun MR30 Electric Hand Blender. Great for mixing , blending and stirring. Easy to clean. 3 lbs.
▲785504 $25.95† ..... Your Price $22.99

5 Oster 852-08 12-Speed Osterizer® Blender. 5-cup glass container. 12 pulse/continuous speeds. Recipe book. 8 lbs.
▲838764 $39.95† ..... Your Price $34.99

6 Oster 848-41 14-Speed "Dual-Range" Osterizer® Blender. 14 pulse/continuous speeds. Includes plastic serve/store jar. 8 lbs.
▲926248 $44.95† ..... Your Price $39.99

7 Oster 869-16 10-Speed "Cycle Blend" Osterizer® Blender. 3 cycle speeds and 7 continuous speeds. 6 lbs.
▲696676 $34.95† ..... Your Price $27.99

8 Hamilton Beach 608W 10-Speed Blender. 44-oz. container. Removable cutting unit for easy cleaning. 6 lbs.
▲244716 $22.95† ..... Your Price $19.99

9 Rival 2250W Electric Grinder. Two perforated grinding discs. Food pusher and sausage stuffer attachment. Large feed tube. 7 lbs.
▲785113 $59.95† ..... Your Price $49.99

10 Rival 1030V Electric Chrome Food Slicer. Serrated stainless steel blade. Adjusts from wafer thin to 3/4" thick slice. 14 lbs.
▲426377 $79.95† ..... Your Price $64.99

11 Rival 1044 IV Electric Fold-Away® Food Slicer. Serrated stainless steel blade. Adjusts from wafer thin to 5/8" thick slice. Folds compactly for storage. 8 lbs.
▲128120 $39.95† ..... Your Price $34.99

12 Oster 4100-06 Citrus Juicer. 14-oz. cap. 5 lbs.
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13 Oster 323-08 Pulp Ejector Juice Extractor. 2 speeds. Extracts juices from a variety of fruits and vegetables. 10 lbs.
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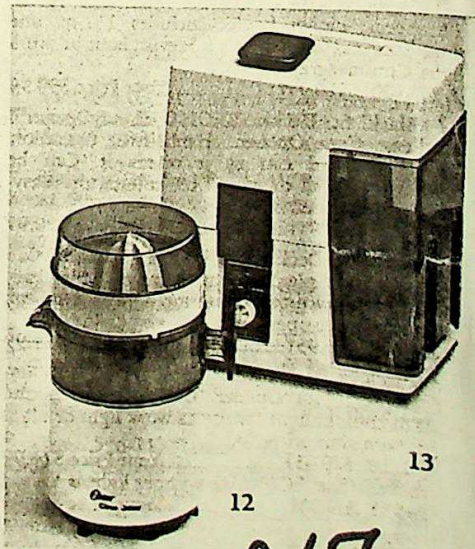


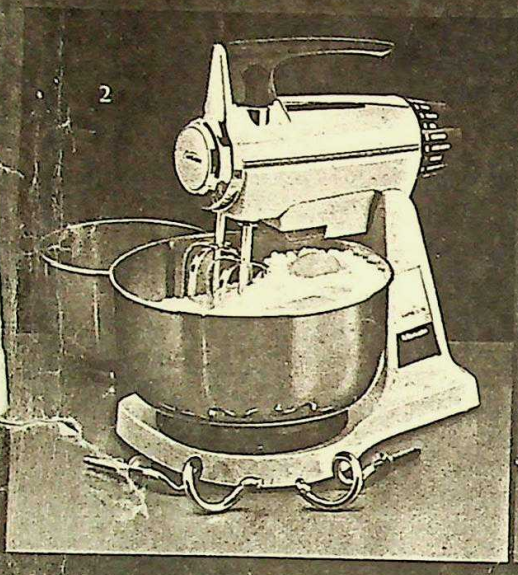
Best 1988/89 Catalog

p.156

D7-376

The Oster Kitchen Center®--the only appliance you'll ever need!

1



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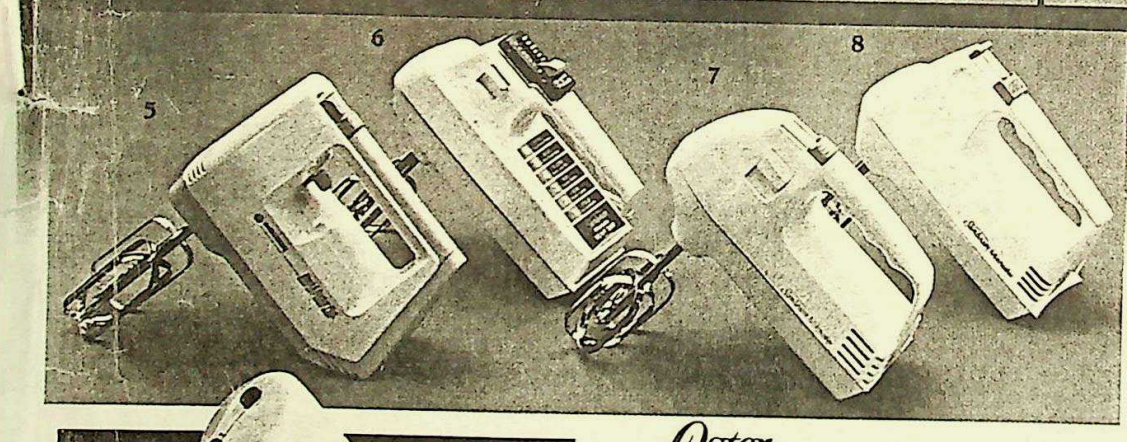

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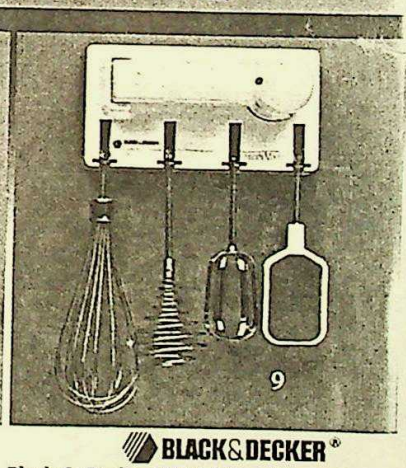

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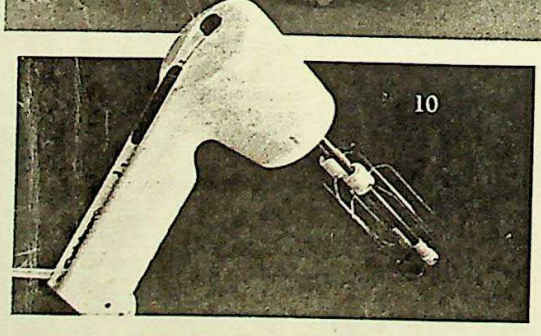

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1 Oster 988-08 Electronic "Touch Control" Kitchen Center®. 16 speeds. Blender, mixer, dough maker, slicer, mincer, food processor. Two stainless steel bowls. 26 lbs.
▲749478 $249.95†.....Your Price $199.99
Oster 979-48 Kitchen Center. 12 speeds. Two glass bowls. No mincer. 30 lbs.
▲749443 $179.95†.....Your Price $139.99

2 Sunbeam 01430 Chrome Mixmaster Mixer. 12 speeds; dough hooks. 1½- & 4-qt. stainless steel mixing bowls; 235-watt motor. 12 lbs.
△245100 $129.95†.....Your Price $99.99

3 Sunbeam 01401 Mixmaster Mixer. 12 speeds; beaters; dough hooks. 2 glass mixing bowls. 175-watt motor. 14 lbs.
△279595 $89.95†.....Your Price $79.99

HAMILTON BEACH

4 Hamilton Beach 44W Stand Mixer. 9 speeds; beaters; dough hook; 1-qt. & 3-qt. stainless steel mixing bowls. 9 lbs.
△450405 $54.95†.....Your Price $49.99

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5 Black & Decker M175 5-Speed Power Boost Mixer. Instant power boost for tough mixing jobs. Large, heavy-duty beaters. 3 lbs.
△229768 $24.95†.....Your Price $22.99

6 Sunbeam 03186 "Burst of Power" 6-Speed Mixmaster Hand Mixer. Extra power on every speed. Push-button eject. 3 lbs.
△246921 $26.95†.....Your Price $22.99

7 Sunbeam 03371 6-Speed Mixmaster Hand Mixer. Beater eject button. Thumb tip controls; heel rest. 3 lbs.
△450618 $22.95†.....Your Price $16.99

Sunbeam®

8 Sunbeam 03151 4-Speed Mixmaster Hand Mixer. Thumb-tip speed control; beater eject button. 3 lbs.
△245208 $14.95†.....Your Price $12.99

9 Black & Decker 9210 Cordless Ha ly-Mixer™. 2 speeds; 4 attachments. Ideal for light mixing tasks. Wall mount. 3 lbs.
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14 **Braun UK-40 Deluxe Variable Speed-Control Food Processor.** Electronically controlled variable speed/pulse settings. Adjustable disc system for assorted tasks. Wide feed tube. Whisk and extra bowl. 13 lbs.
▲450774 $159.95† ..... Your Price $149.99

CUISINART®

15 **Cuisinart DLC-10C "Classic" Food Processor.** 6-cup work bowl. Stainless steel blade. Plastic dough blade. Slicing and shredding discs. Powerful .85-HP motor. 16 lbs.
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16 **Cuisinart DLC-10CB "Classic" Food Processor.** 6-cup work bowl. Stainless steel blade. Plastic dough blade. Slicing and shredding discs. Powerful .85-HP motor. 16 lbs.
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17 **Cuisinart DLC-8C Food Processor.** Large 10-cup work bowl. Stainless steel blade. Plastic dough blade. Slicing and shredding discs. Powerful 1.0-HP motor. 18 lbs.
▲451924 $229.95† ..... Your Price $199.99

18 **Sunbeam 14181 Oskar® Full-Function Food Processor.** Continuous-feed slicing/shredding attachment. Compact. 10 lbs.
△701874 $39.95† ..... Your Price $34.99

Regal

19 **Regal LM1 Food Processor.** Blades for chopping, grinding, slicing, kneading. 6-cup bowl. 8 lbs.
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20 **Presto 02950 Cordless Rechargeable SaladShooter® Slicer/Shredder.** Convenient, lightweight, hand-held design permits slicing of food directly into bowl. 3 lbs.
△451371 $49.95† ..... Your Price $39.99

Presto 02910 Corded SaladShooter®. 3 lbs.
△245461 $34.95† ..... Your Price $26.99

21 **Sunbeam 14131 Oskar Jr.® Chopper/Grinder.** Chops foods quickly and evenly. Compact design. 3 lbs.
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22 **Black & Decker HC20 HandyChopper™ Mincer/Chopper.** Performs small chopping and mincing jobs in seconds. 2 lbs.
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23 **Black & Decker HMP30 Handy Shortcut™ Micro-Processor.** Slicer/shredder. Feed chute. 2-cup capacity. 3 lbs.
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24 **West Bend 6500X Mini Food Processor.** Compact. Continuous slicing/shredding. Minces, purees and mixes. 7 lbs.
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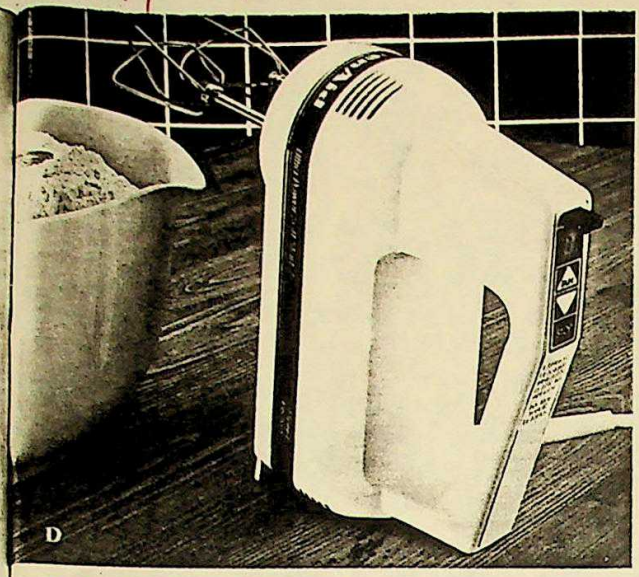

D The new **KitchenAid Ultra Power Plus Hand Mixer** is the most powerful on the market and lives up to KitchenAid's well-deserved reputation. Designed for efficiency, it has seven speeds (from slow for heavy doughs to fast for whipping cream) that can be adjusted and maintained electronically. Touch-pad controls provide complete ease of operation, and the TurboBeaters promote maximum volume in aerated mixtures. 7¼" x 3½" x 5½" high. 175W. Made in the USA. #30-523134 Regularly $85.00 **Special Introductory Price $79.00**

E The double-layered construction of the **Cushionaire™ Cookie Sheet** promotes even baking and prevents over-browning. Available in plain aluminum or a new gold-tone anodized aluminum, which shortens baking time and resists scratching. Made in the USA.
Small, 14" x 9½".
Gold #30-527333 $17.00
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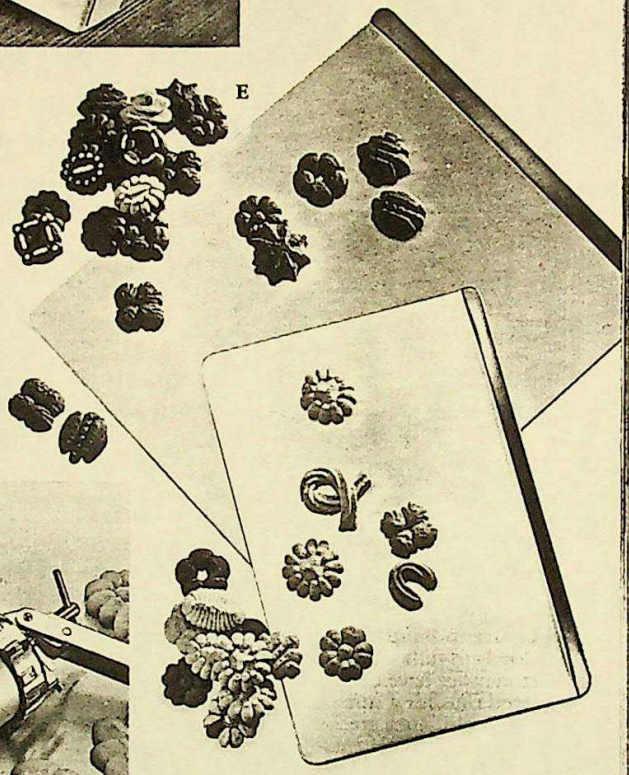
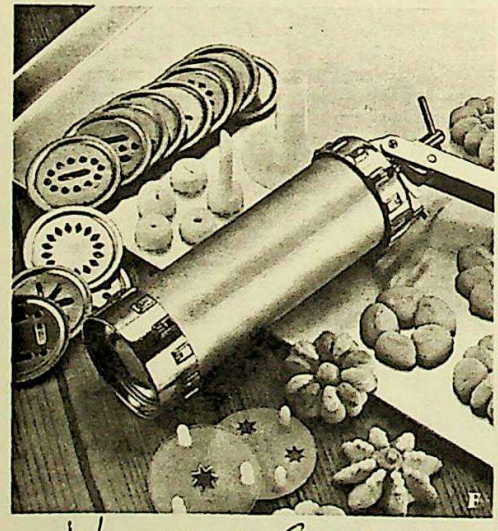
Large, 16" x 14".
Gold #30-527325 $22.00
Aluminum
#30-52803 $18.00





F With the professionally styled **Sawa Cookie Gun**, making evenly sized cookies is fast and simple. The 8" cylinder with ratchet mechanism comes with 18 discs, a nozzle with four decorating tips, an injecting tube and an illustrated instruction/recipe booklet. Made in Sweden of aluminum and chromed steel. #30-69211 $22.00

WILLIAMS-SONOMA SEPT. 1991

Hamilton Beach
Proctor-Silex
Jan. 6, 1994

D7-376

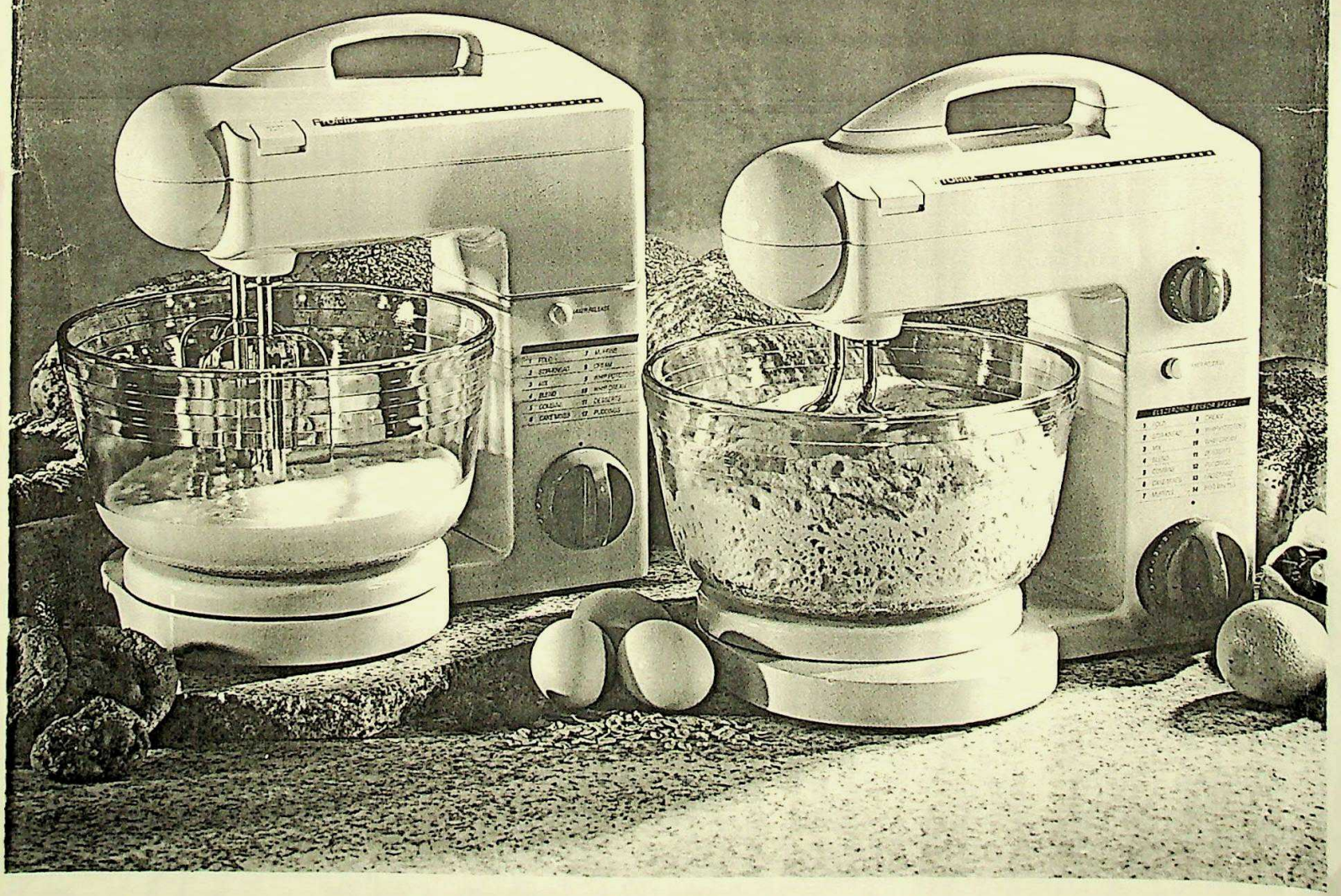
Introducing

The New ProMix Stand Mixers.

We Made Them Great Then, We Make Them Great Now.

Hamilton Beach stand mixers have stood the test of time. Many of our original models are still whirling away in the kitchens of America, serving families for two and a half generations.

With this tradition of durability as our foundation, we've re-engineered our stand mixers–incorporating the latest features demanded by today's consumers. The result is the Hamilton Beach ProMix Stand Mixer.



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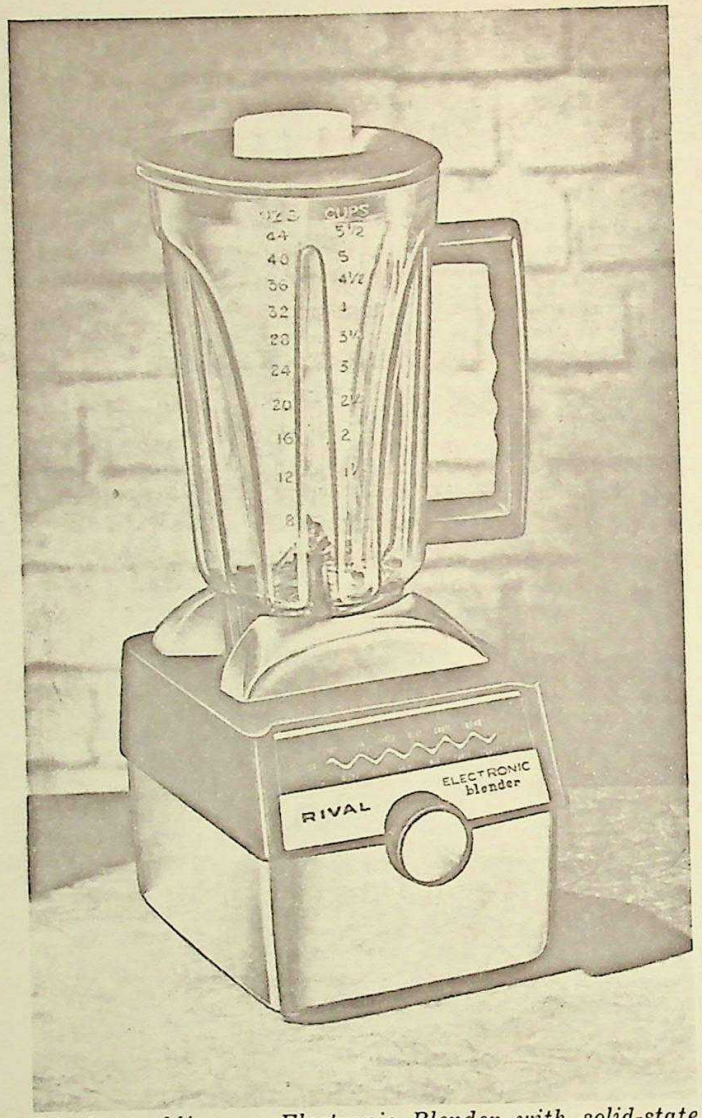
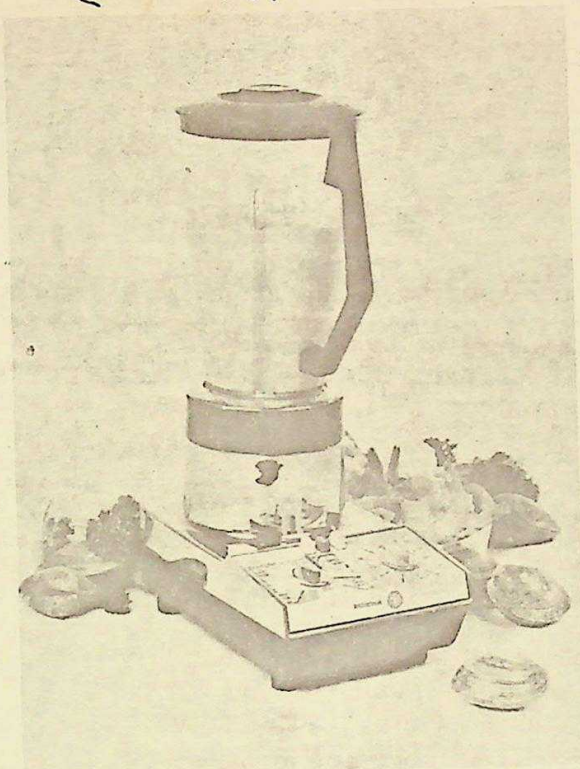
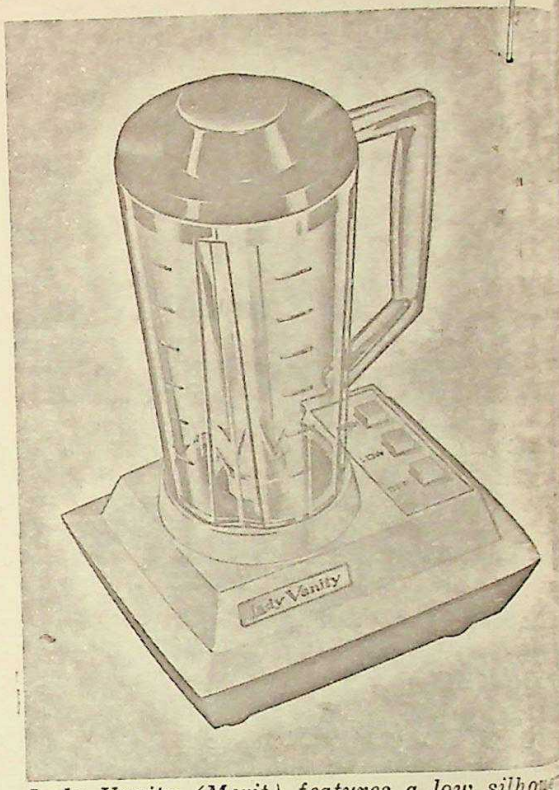
← TOP ROW →



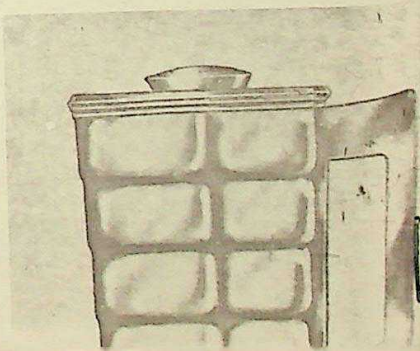
Rival is adding an Electronic Blender with solid-state control at a suggested retail price of $44.95



Westinghouse's new solid-state-control blender, one of three new models, retails at under $65



Lady Vanity (Merit) features a low silhou on its new under-$20 blender for May 1 deli



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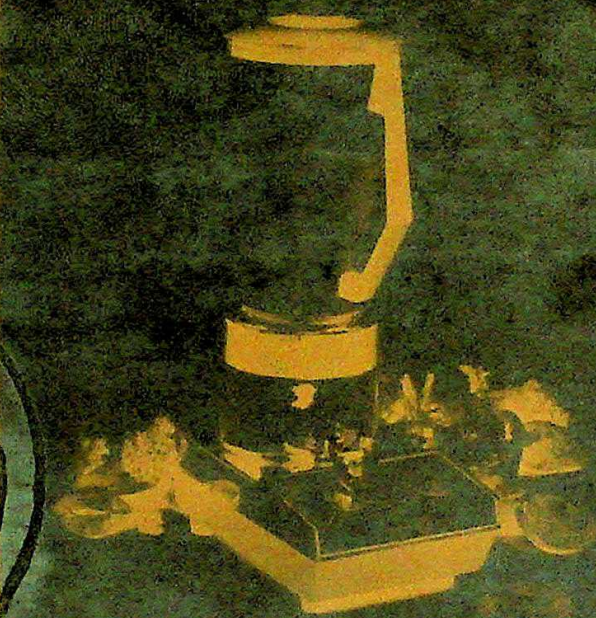
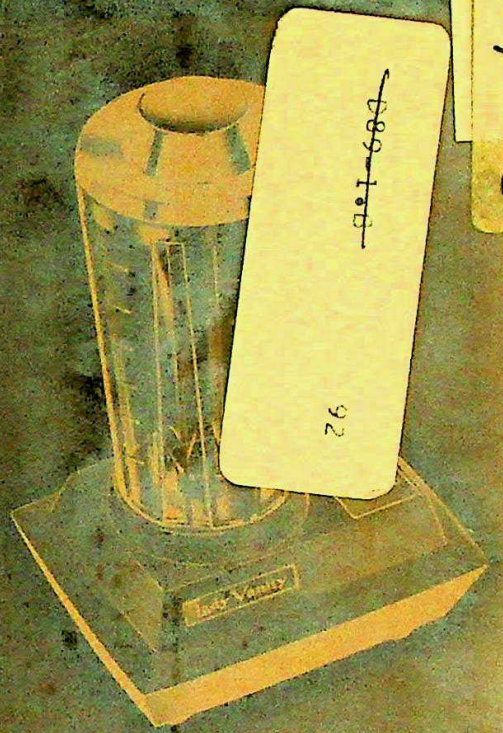
92
MERCHANDISING WEEK
1-10-66
p. 24

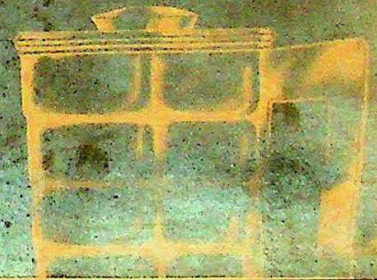
Rival is ready with Electronic Blender with solid-state control at a suggested retail price of $44.95



Westinghouse's new solid-state-control blender, one of three new models, retails at under $85



Lady Vanity (Merit) features a low silhouette on its new under-$20 blender for May 1 delivery



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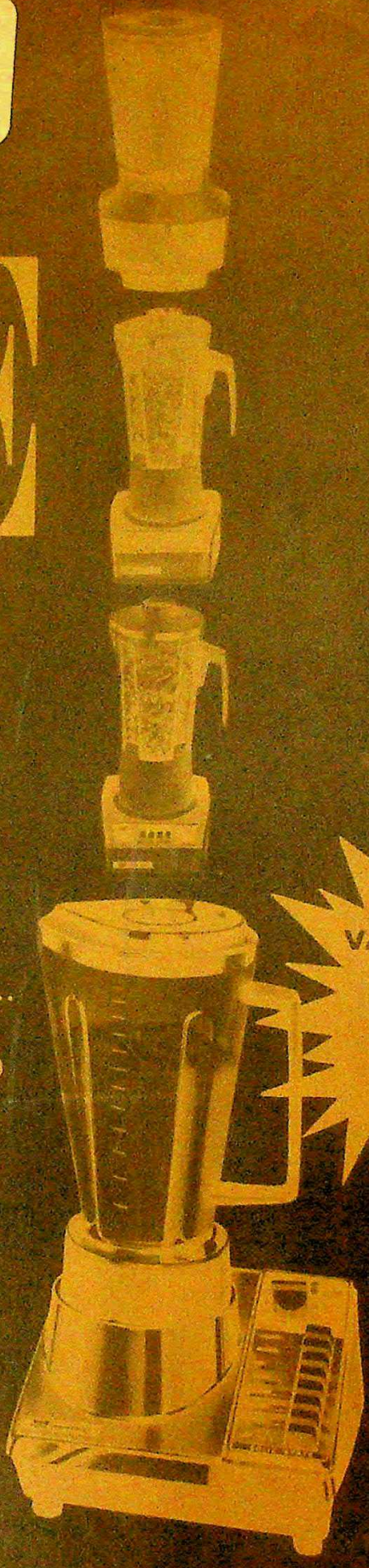

VALUE-PROVED
The Past 3 Months in Actual In-Store Sales

Not just a short term, one item special... with little or no profit!
Here's a *complete line* from under $10.00 to push-button solid-state.
Every Proctor-Silex Powerblender a tremendous *value!*

Introducing merely another blender line is nothing to get excited about. You know it. We know it. That's why we decided to create a special line of blenders at Proctor-Silex, designed to provide you with *"liveable" profits*, and at the same time, offer your customers *solid value!*

Now homemakers can take their pick from handsome under $10 models, to two and four speed 6 push-button beauties, to our very ultimate in blenders: the gleaming 7-speed, 8 push-button solid-state Powerblender with Automatic Timer. For full details, contact your local Proctor-Silex distributor.

SCM® **PROCTOR-SILEX** SUBSIDIARY OF SCM CORPORATION ... first with money-making *values* for you!

See the "Value Line," Booths C 100 - C 114 Chicago Housewares Show.

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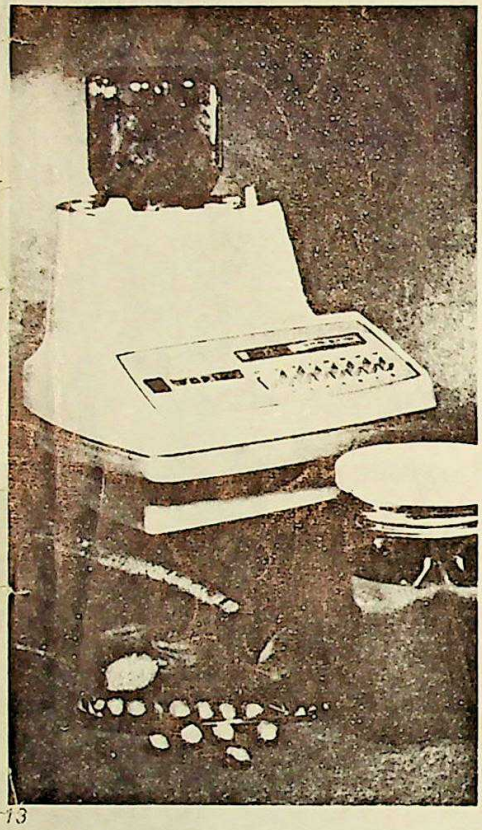
INDUSTRIAL DESIGN
p. 60 SEPT., 1973



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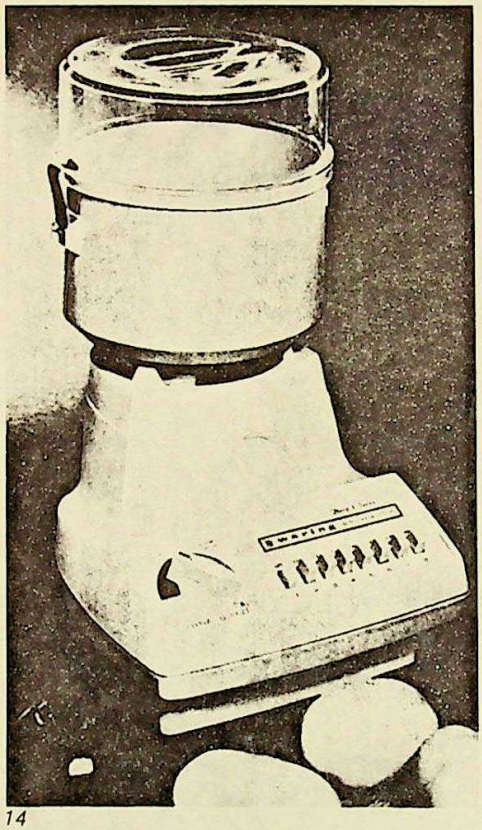

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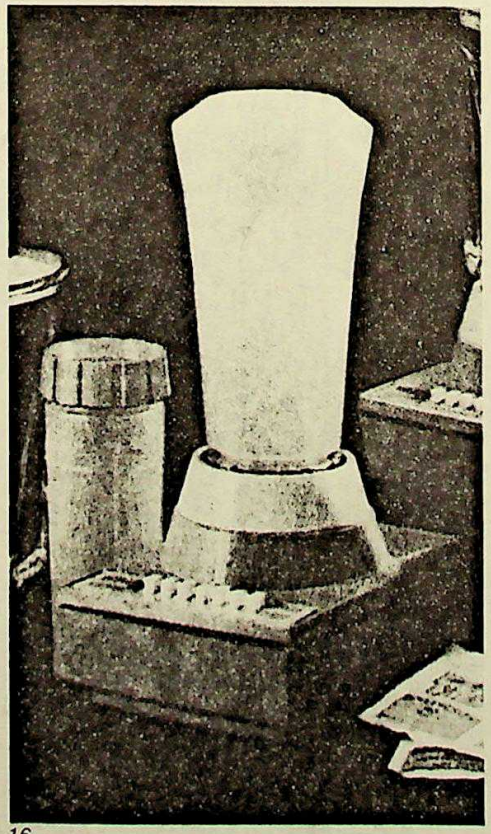


16

13
Waring's "Half-Pints" blend-and-store jars are suited to small quantity blending jobs such as baby foods, cocktail spreads, natural beauty aids and condiments. The small blender jars have the same efficiency as the large jars, are sealable, storable, freezable and dishwasher-proof. Made of Lexan, the 8-oz. jars have polyethylene snap-seal tops.

14
Waring has a new blender attachment called "The Stripper" which automatically peels fruits and vegetables. The Stripper is a complete single-unit blender attachment which looks like a big jar. Blender motor activates the peeler. Made of Lexan, the unit can peel three average potatoes in about 30 sec.

15
The Panasonic Recipe Blender eliminates time and speed settings on a blender unit. The user dials the food desired from a range of kitchen-tested recipes and the blender provides the operation. The foods are listed on four permanent recipe cards, which appear in a window on the face of the blender, and cover cooking needs from grinding coffee beans to whipping cream. After the recipe is dialed, and start button is activated, both blending action and length of operation have been automatically preset. When food is ready, blender shuts off automatically.

16
Hamilton Beach Blender Plus comes with a glass blender jar and 16-oz. and 48-oz. blend, store and serve containers. The screw-top containers are dishwasher safe, and can be stored in the refrigerator.

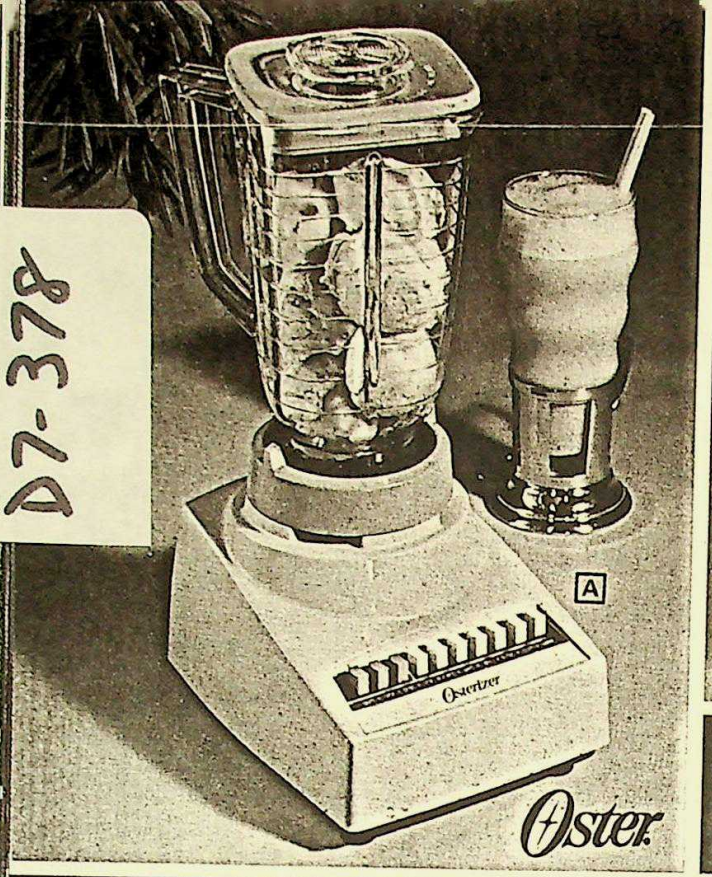
17
Cornwall has introduced a new line of portable table ranges, with porcelain enamel finishes on steel surfaces. All have sturdy, easy-to-hold handles for portability and have no sharp edges. The line ranges from a single burner model to a double heating element model. The new line of ranges was designed by Donald Deskey Associates Inc.

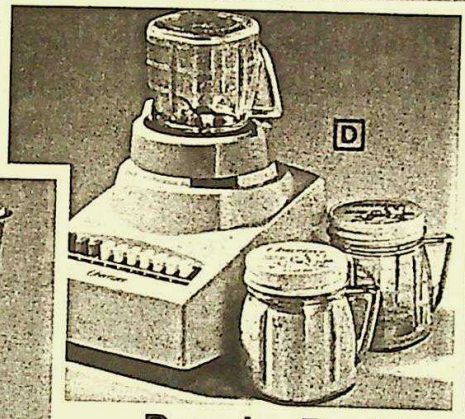
18,19
The Corning table range has thermostatically controlled heat and comes complete with a glass ceramic skillet.

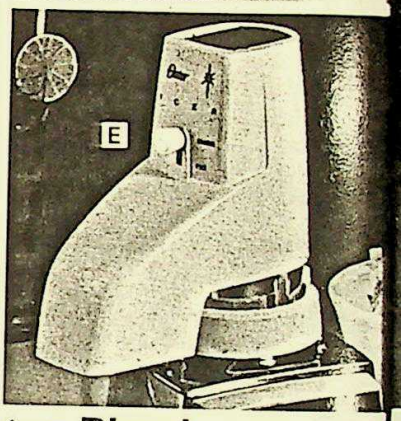
20
The Salton Ice Cream Machine is the latest introduction to the Salton line of products. All the user has to do is pour the ice cream ingredients into the machine, put the whole thing in the freezer compartment, plug in the 7½-ft. cord and the machine does the rest. The unit has a one quart capacity and is 8 in. high by 8 in. in diameter. The unit comes in strawberry, chocolate or vanilla colors.

21
The Electric Char-B-Que Model NYM-1 natural yogurt maker comes with six 8-oz. jars. The "Take-out" dial reminds the user when yogurt is ready to be refrigerated.

D7-378







Popular Pushbutton Blenders

(A) OSTER 10-SPEED "CYCLE" BLENDER. 3 controlled cycle blending speeds, plus 7 continuous speeds. 5-cup container opens at both ends for easy emptying and cleaning. Measuring cap built into lid. Pouring lip, Sure-Grip handle. 36 page blender cookbook included. 7 lbs.
154725AJT1787 (828-05) Avocado **$28.95**
154709AJT1787 (828-04) Harvest **$28.95**

(B) OSTER 10-SPEED "CYCLOMATIC" BLENDER. Cyclomatic control automatically cycles on and off for controlled cycle blending. 10 speeds are also continuous. 5-cup glass container. 2-oz. measuring cap in cover. 84 page cookbook included. Black/chrome. 11 lbs.
154911AJT4493 (877-01) **$64.95**

(C) OSTER 16-SPEED "PULSEMATIC" OSTERIZER. 6 cycle speeds plus 10 continuous speeds. 5-cup glass container. 2-oz. measuring cap built into splash proof cover. Pouring lip and Sure-Grip handle. Cord storage. 84 page Spin Cookery cookbook. 1000 watts. 10 lbs.
154881AJT3493 (857-05) Avocado **$46.95**
154865AJT3493 (857-01) Black **$46.95**

(D) OSTER ½ PINT "MINI-BLEND" CONTAINERS. Set of 3. Fits Osterizers or Oster Kitchen Center. Blend small portions of food; chop nuts; grind coffee or make baby food. Jars are heat and cold resistant and come with their own covers. 1 lb.
154989AJT244 ..... **$3.00**

(E) OSTER ICE CRUSHER ATTACHMENT. Converts Osterizer® or Oster Kitchen Center into an Ice Crusher. Adjust from coarse to fine. Safe—impossible to touch blades while operating. With recipe booklet and ice catch bag. 2 lbs.
154210AJT977 Harvest **$15.95**
154237AJT977 Avocado **$15.95**

(F) HAMILTON BEACH 7-SPEED BLENDER. 44 oz. Tyril container with measuring guide, pouring lip and handle. 8 pushbuttons—whip, puree, grate, chop, mix, blend, liquefy and off. 7 lbs.
133248HB1487 (612A) Avocado **$22.95**
133256HB1487 (612G) Gold ... **$22.95**

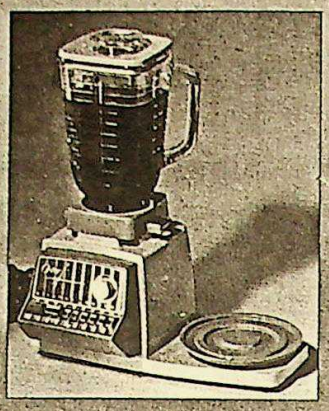
(G) HAMILTON BEACH "INSTA-BLEND" 16-SPEED BLENDER. Timer sets from 1-60 seconds, shuts off blending automatically. 44 oz. shatterproof container with measuring guide and handle. Detachable blades. 9 lbs.
133345HB2097 (658A) Avocado **$32.95**
426318HB2097 (658G) Gold ... **$32.95**

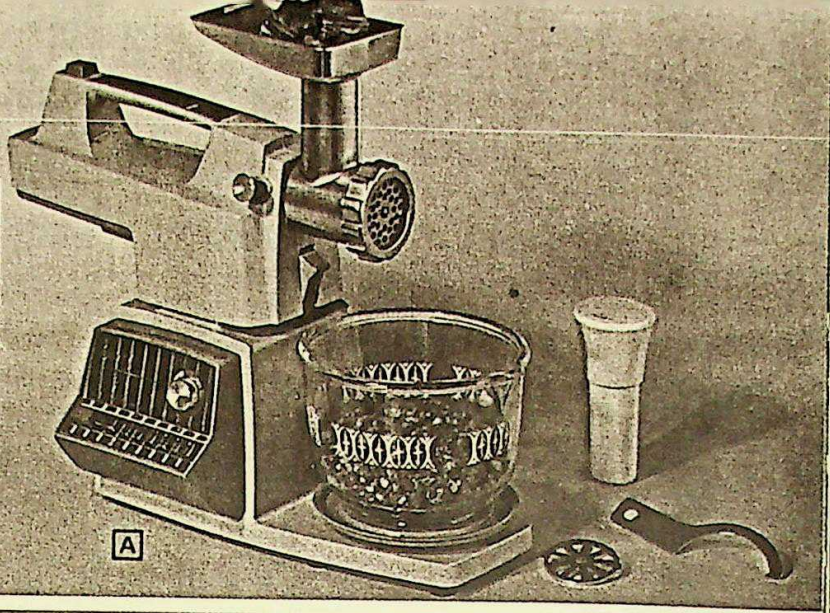
(H) SUNBEAM 16-SPEED SOLID STATE BLENDER. Additional touch-on control for instant agitation of ingredients. Stainless steel blades scientifically pitched for maximum blending efficiency. 5-cup heat resistant glass container with strap handle and removable blades for easy cleaning. Removable 1 oz. measuring cap. Non-skid feet. Harvest Gold with woodgrain base. 11 lbs.
436925XU2697 ..... **$38.50**

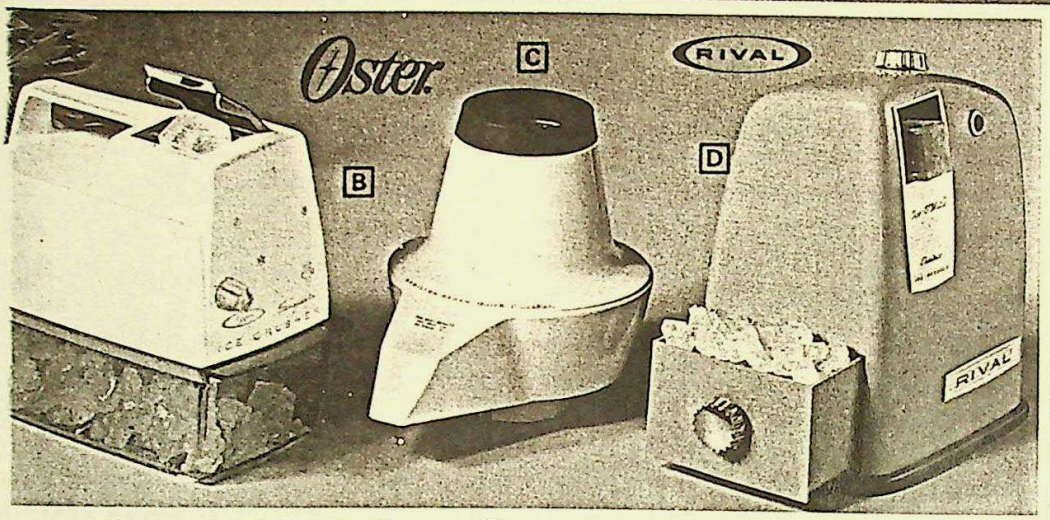
Best 1975 Catalog

Oster D7-378

12-SPEED "KITCHEN CENTER"
3 APPLIANCES IN ONE COMPACT UNIT







Sensational Step-Savers

(A) OSTER 12-SPEED "KITCHEN CENTER" FOOD PREPARER. Most versatile food preparation machine ever made—a mixer, blender and fully powered food grinder. Blender has 12 continuous speeds or 12 speeds of controlled cycle blending. Mixer has 12 speeds with 4 qt. and 1½ qt. glass bowls and two chrome-plated beaters. Push-button beater ejector. Handles any mixing job with ease. Food grinder easily grinds meats, fish, cheese, dried bread, crackers, even nuts. Extra large hopper with food pusher and one fine and one coarse cutting disc. Includes 132 page recipe book. 1200 watts—fully powered. 25 lbs.
1960AJT8994 Avocado **$139.95**
1952AJT8994 Harvest **$139.95**

(B) OSTER "SNOFLAKE" ICE CRUSHER. Whirling, retractable arms crack ice instantly—powerful electric motor. Won't stall, jam or freeze up even when cubes are put in before motor is started. Has coarse to fine adjustment. Crushes and holds 3 trays of cubes at a time. Ice tray can be used for serving tray. White. 6 lbs.
4296AJT1687 ..... **$24.95**

(C) HAMILTON BEACH ICE CRUSHER ATTACHMENT. Fits Hamilton Beach blenders. Crushes ice in no time. Compact, easy to use. Indispensable in preparing fancy drinks, relish trays, appetizers. White. 5 lbs.
33221HB1083 ..... **$16.95**

(D) RIVAL "ICE-O-MATIC"® PORTABLE ICE CRUSHER. Crushes automatically with high powered motor. Stainless steel stay-sharp blades. Dial selector. Light signals when ready. Removable drawer holds a full tray. Avocado. 10 lbs.
167495RM1997 ..... **$29.95**

(E) OSTER 10-SPEED "CYCLE BLEND" BLENDER. 5-cup glass container opens at both ends for ease of emptying and cleaning. 2 oz. measuring cap built into lid is removable for adding ingredients while processing. Spin Cookery cookbook included. Chrome base. 960 watts. 10 lbs.
154830AJT2647 (847-04) Gold **$37.95**
154849AJT2647 (847-05) Avocado. **$37.95**

(F) HAMILTON BEACH "SUPER 16" 16-SPEED BLENDER. "Insta-Blend" lets you "touch" blend on all 16 speeds. Timer turns blender off automatically for precise blending. Chrome collar. Solid state for dependability. 40 oz. glass container with measuring guide. 11 lbs
133310HB2397 (636CT) Harvest ... **$34.95**
133302HB2397 (636CT) Avocado .. **$34.95**

(G) HAMILTON BEACH 14-SPEED "INSTA-BLEND" BLENDER. 8 individual settings with high-low dual range and "Insta-Blend" feature for pulsating blending action. 40 oz. glass container with handle and lid. Cord storage. With handy 16 and 48 oz. blend, store, serve containers. 11 lbs.
133426HB1894 (691A) Avocado ... **$29.95**
133434HB1894 (691G) Gold ... **$29.95**

Best 1975 Catalog

D7/378

News/Views
continued

Designers urged to evolve new ways of practicing

Designers received some practical advice and heard some sagest opinions on "Mid-career realities," the theme for Design Dialogue 5, held on June 11, 12 on the beautiful campus of Cazenovia College, Cazenovia, NY.

Detail from logo

Ritasue Siegel, president of the Ritasue Siegel Agency, specializing in the placement of design professionals, opened the presentations by emphasizing the keys to career survival: preparation, flexibility, awareness of career options, readiness to change.

"All of us are potentially vulnerable to mid-career crisis," she noted, "yet reaching 40 is as predictable as the changing seasons. . . . evolve new ways of practicing your specialty; develop a greater sense of independence; keep on top of new developments in your specialty; adapt to changing concepts and circumstances in your specialty; continue to broaden your self-education; maintain your flexibility and adaptability; and develop fall-back positions both in terms of your competence and alternatives."

She also pointed out that a mid-career job loss can be turned into an opportunity to re-assess life goals and make changes. She further stated that "within a decade our preoccupation with youth will have come full circle; then older people will be able to look forward to longer, more productive working careers."

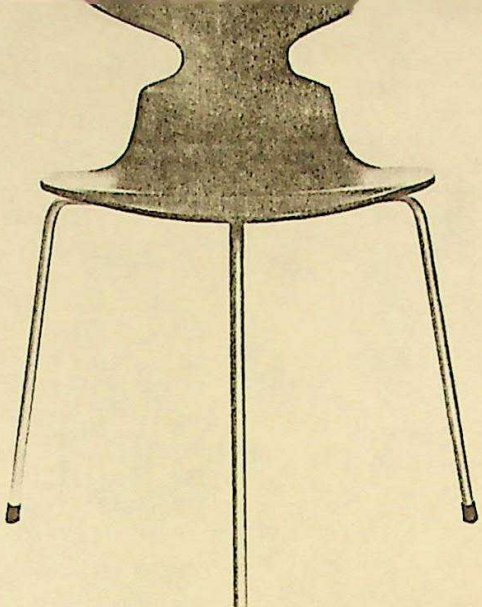
Frank Halse, former minister and authority on human development noted in his presentation the patterns of marital trials and successes within each family and how a mid-career crisis can bring out underlying conflicts.

Jay Doblin, known to most for his career in various facets of industrial design, now a product planner working with social scientists, reviewed the design profession, past and present and future. He offered examples, citing dozens of new design career sub-divisions. He foresees the emergence of the theorist, futurist, and pop cultists from the world of academia to the world of professional design practice.

The final presentation by Drs. Warren Lambert and Joel Richman, psychologists, recognized the problems of tensions associated with mid-career realities and demonstrated the use of bio-feedback devices to help individuals to learn to selectively relax muscles, affect body temperature, and lower blood pressure.

Jack Stork, John Houlihan, Jim Frakes, and Peter LaDouceur of Industrial Designers Society of America's Central New York Chapter successfully carried out Design Dialogue 5.

By Richard Hollerith Jr., F.I.D.S.A.

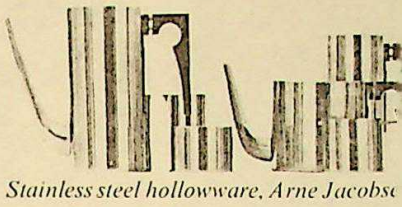


The "Ant" chair, Arne Jacobsen, 1952

Danish modern

An exhibition of the work of Danish architect and designer Arne Jacobsen exemplifies the modernist movement towards functionalism in architecture and design. Jacobsen's work evokes his concern for a masterful integration of all elements.

Known principally in the U.S. for his chairs, flatware, the Cylinda line of stainless steel serving accessories and textile designs, his work made "Danish modern" an internationally familiar term in the 1950's. The traveling exhibition, a selection of 125 product designs and numerous photographic panels illustrating his



Stainless steel hollowware, Arne Jacobse

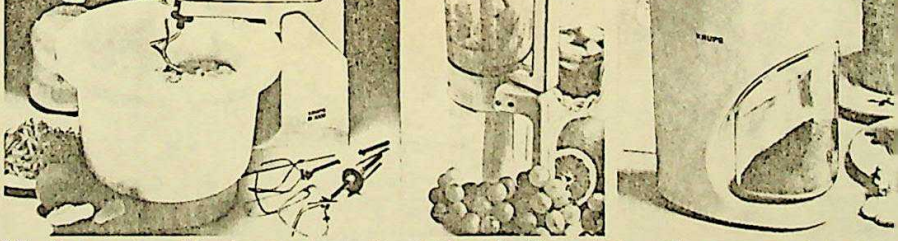
architectural work, opened this summe Renwick Gallery of the National Colle Fine Arts, Smithsonian Institution.

The culminating achievement of Jac sensibility for elemental detail is the SA Royal Hotel and Air Terminal, Copenh first skyscraper at its completion in 196

Jacobsen, who died in 1971 at age 69, designed furniture, textiles, and lightin blend of a single concept. His Egg and S chairs, designed for the hotel, have bee sidered modern classics.

Architect Ellen Waade, associated w cobsen for many years, wrote in the exh tion's catalogue, "One of the hallmarks Jacobsen design is its close relationship architectural projects. He was intereste both the large scale and the smallest de he never considered his buildings comp til they were ready for use. . . . His work materials, techniques and utility qualit constantly guided and determined by a yielding search for clear, balanced piet form expressions."

Ms. Waade organized the exhibition sored by the Danish Bicentennial Com for the Danish Foreign Ministry. It will culated by the Smithsonian Institution eling Exhibition Service, under the pat of the Ambassador of Denmark.



The Krups mixer, blender attachment (center), and coffee grinder with storage container

Krups Products preview

American housewares manufacturers will face additional competition fr "European look" with the introduction of a new line of kitchen products before available in U.S. stores. Manufactured by the Krups Company of Solingen, West Germany, these award winning small appliances will be selected stores by fall '76.

The Krups Company is marketing a range of products including: coffe makers, food slicers, food scales, mixers, coffee grinders, blenders, and ba room scales. One of the most interesting designs is a combination mixer-b The mixer has a multi-speed gear driven rotating bowl which operates in pendently of the mixer itself. The blender attachment not only blends bu small solids. A kitchen scale, also available, folds up and can be wall mo

Continued on page 16

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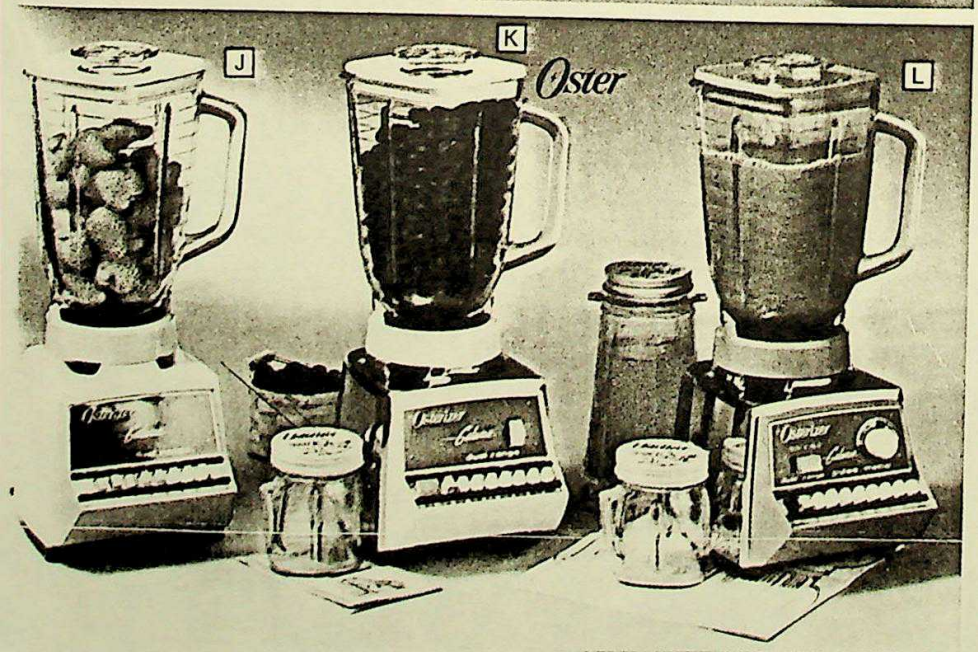
INDUSTRIAL DESIGN

D7-378

HAMILTON BEACH

- 16 speeds for full processing
- Total electronic control
- Metric to English and English to Metric conversion



(A) **Hamilton Beach 14-Speed Blender Plus Model 640.** 40-oz. glass container; 48-oz., 16-oz., 12-oz. containers. Almond. 10 lbs.
706302HB2287 ..... **$34.95†**

(B) **Hamilton Beach 16-Speed Electronic Blender Model 2001AL.** Digital function readout. Smooth control panel. 1-60 second timer. 40-oz. glass container. Almond. 10 lbs.
958700HB4474 ..... **$69.95**

(C) **Hamilton Beach 14-Speed "Insta-Blend" Blender Model 691.** Insta-Blend lets you "touch" blend at any speed. 40-oz. container, 2 extra containers. Gold. 12 lbs.
133434HB2133 ..... **$32.95†**

(D) **Oster 10-Speed "Cycle-Blend" Osterizer Model 869.** 3 Cycle, 7 cont. speeds. 5-cup container. Cookbook. Almond. 7 lbs.
696676AJT1993 ..... **$29.95†**
As above in Harvest. Model 869-14. 7 lbs.
932566AJT1993 ..... **$29.95†**

(E) **Waring 14-Speed Blender Model 69-3.** 5-cup container. Recipe book. Harvest. 8 lbs.
617539WV2092 ..... **$31.95†**

(F) **Sunbeam 20-Speed Blender Model 4-73.** "Burst of Power" on any speed. "Touch Blend" button. 5-cup container. Harvest. 11 lbs.
563072XU3483 ..... **$49.95**

(G) **Hamilton Beach 14-Speed Blender Model 653.** Hi/lo switch. 40-oz. glass container; detachable blades. Avocado. 9 lbs.
551600HB1996 ..... **$29.95†**
As above in Harvest. Model 653G. 9 lbs.
551597HB1996 ..... **$29.95†**

(H) **Hamilton Beach 7-Speed Blender Model 612.** 44-oz. container. Gold. 7 lbs.
133256HB1663 ..... **$26.95†**
As above in Avocado. Model 612A. 7 lbs.
133248HB1663 ..... **$26.95†**

(J) **Oster 10-Speed Osterizer Model 833.** 4 Cycle speeds, 6 cont. speeds. 5-cup, and 1 mini-blend containers. Almond. 9 lbs.
696684AJT2487 ..... **$38.95**

(K) **Oster 14-Speed "Dual Range" Osterizer Model 848.** 5-cup glass container; one mini-blend container. Cookbook. Gold. 9 lbs.
571652AJT2992 ..... **$45.95**

(L) **Oster 16-Speed "Pulse-Matic" Osterizer Model 861.** Controlled Cycle blending. 5-cup container; 1 mini-blend, 1 blend/store container. Cookbook. Avoc./chrome. 10 lbs.
571679AJT3892 ..... **$59.95**
As above in White/chrome. Model 861-01
571687AJT3892 ..... **$59.95**

3 "Mini-Blend" ½-Pint Containers. 1 lb.
154989AJT293 ..... **$4.25**

Ice Crusher Attachment Model 435. 2 lbs
154210AJT1067 Harvest **$16.95**
154237AJT1067 Avocado **$16.95**

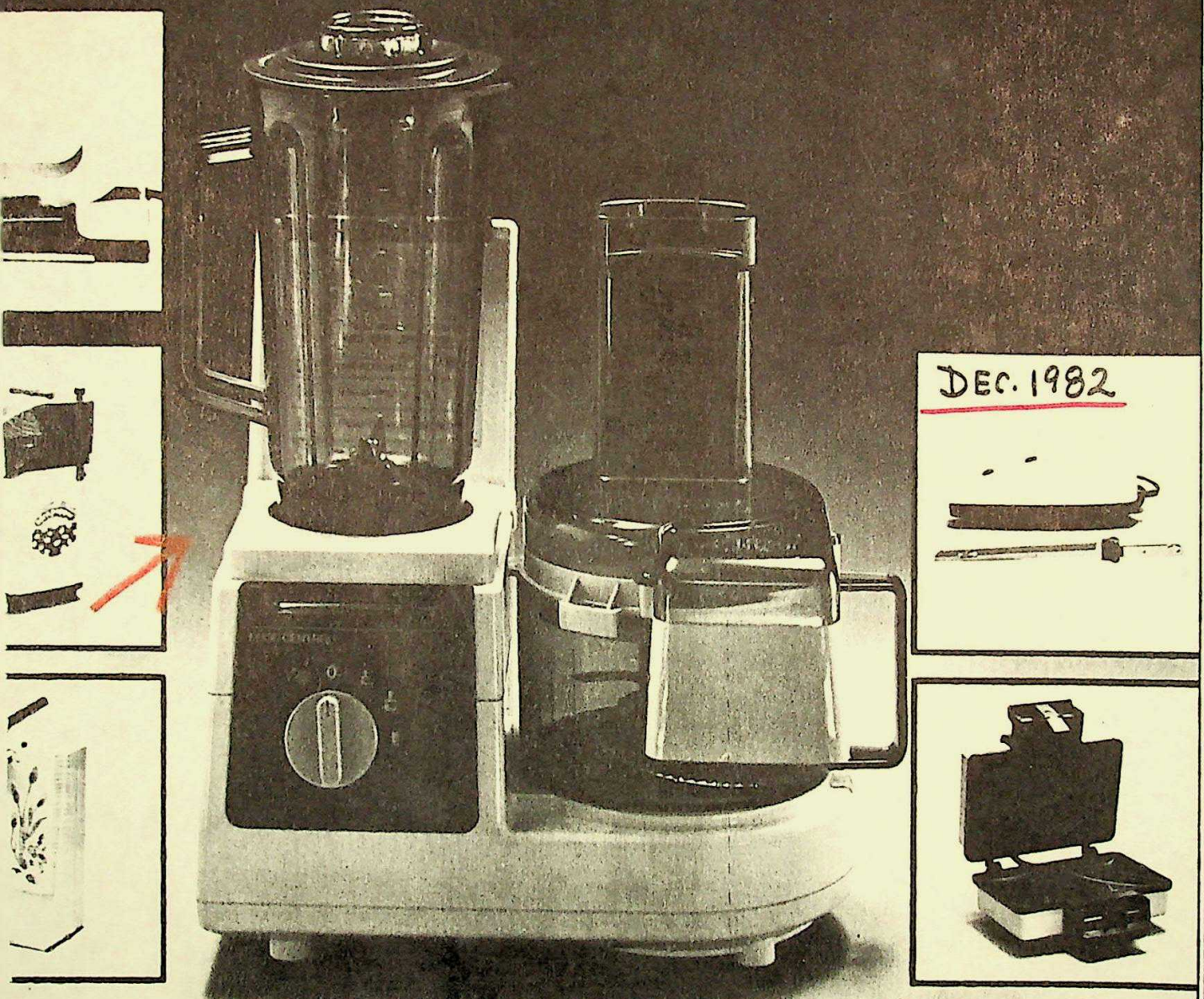
Please see front of catalog for an explanation of list prices (no symbol) and other reference retails (†), and page E for manufacturer warranty information.

Best 1979 Catalog

D 7/378

DEC, 1982

STRONGER
THE PIONEER...
E EXPERT...IN ELECTRIC APPLIANCES



DEC. 1982

HONG KONG ENTERPRISE

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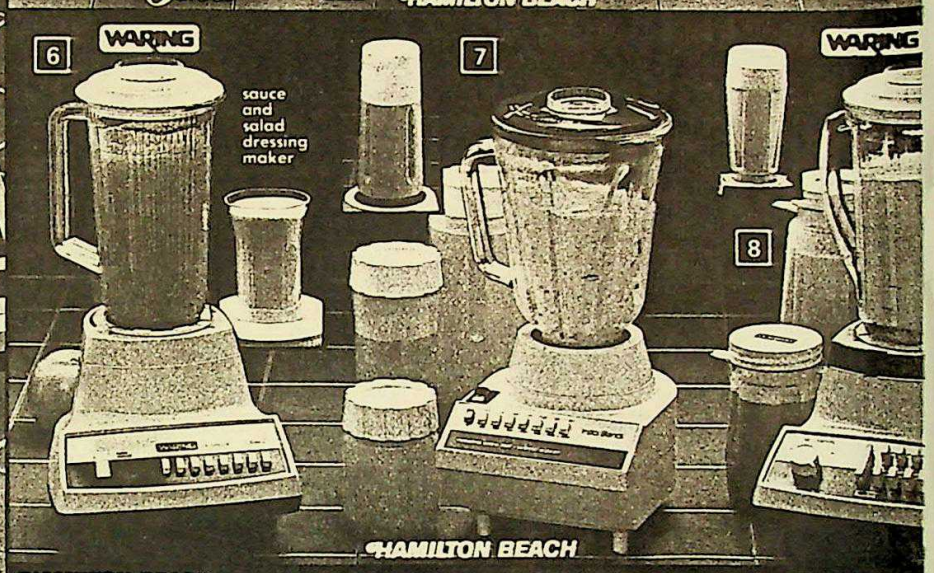
blend it . . . crush it!



1 **Oster 10-Speed "Cycle-Blend" Osterizer Model 869-16.** 3 pulse speeds, 7 continuous speeds. 5-cup container. Almond. 6 lbs.
696676AJT Your Price $23.86... $38.95

2 **Oster 16-Speed "Pulse-Matic" Osterizer Model 861-66.** 16 pulse/continuous speeds. 5-cup container, one ½-pint mini-blend jar. 9 lbs.
997528AJT Your Price $39.46... $61.95

3 **Oster 14-Speed Dual-Range Osterizer Model 848-34.** 14 pulse/continuous speeds. Controlled cycle blending gives start/stop control. 5-cup container. 9 lbs.
571652AJT Price $33.73 Gold.. **$54.95**
926248AJT Price $33.73 White. **$54.95**

4 **Hamilton Beach 14-Speed Blender Model 653G.** High/low switch, 5-cup container. 11 lbs.
551597HB Your Price $24.92... $42.48

5 **Oster Ice Crusher Accessory Model 435-11.** For Oster blenders, "Kitchen Center". 2 lbs.
997498AJT Your Price $15.94... $22.95

6 **Waring 14-Speed Blender Model BL1328.** 7 high, 7 low speeds. 5-cup shatterproof pitcher. Salad dressing maker attachment. 6 lbs.
891908WV Your Price $23.94... $38.99

7 **Hamilton Beach 14-Speed Blender Model 640AL.** High/low switch. 5-cup container; 12, 16 and 48-oz. "Blender Plus" jars. 11 lbs.
706302HB Your Price $29.84... $49.95

8 **Waring 14-Speed Blender Model BL6668.** "Blend Control" converts all speeds to "Flash Blend". 5-cup container; 16 and 48-oz. jars. Salad dressing maker attachment. 10 lbs.
875880WV Your Price $34.98. $54.99†

9 **Hamilton Beach 7-Speed Blender Model 600AL.** 5½-cup shatterproof container. 7 lbs.
875872HB Your Price $19.94... $33.95

10 **Oster 10-Speed Dual Range Osterizer Model 643-46.** 5-cup container. 9 lbs.
997501AJT Your Price $28.87... $46.50

11 **Salton "The Drink Mixer" Model MR-1.** High speed motor, automatic on/off. 3 lbs.
975222AAL Your Price $21.89. $29.95†

Please see front of catalog for an explanation of list prices (no symbol) and other reference retails (†), and page D for warranty information. Our index and order blanks are located between pages 258 and 259.

Best 1982/83 Catalog

D7/378

JUNE 1983

MICRO RECORDER PHONE TAKES GRAND PRIZE

A handy one-piece telephone with a built-in micro-cassette recorder for taping conversations won the grand prize in the Hong Kong New Products Competition 1983, sponsored by the Chinese Manufacturers' Assocation.

After scooping the competition's top prize — called the Secretary for Trade & Industry's Award — the Micro Recorder Phone, submitted by Soundic Electronic Group, also took the Hong Kong New Product Award (Electronic Products Category). The Phone has facilities for hands-free operation as well.

The Mini Scale by Bonso Electronics Ltd. won the Hong Kong New Product Award (Miscellaneous Products Category). It features a "Load Cell", a high-precision pressure transducer, similar to those used in higly accurate weighing instruments, and a digital display. It has a capacity of 1,999 grams with 1 gram graduation or 70 ounces with 0.1 ounce graduation. An indicator warns user of any inaccuracy caused by inferior batteries.

A multi-functional food processor submitted by Ngai Kwong Industrial Co. Ltd. won the Certificate of Merit (Electrical Products Category). It has different types of blades and its blender is powerful enough to crush ice.

Photographed by Peter Chan

HONG KONG ENTERPRISE

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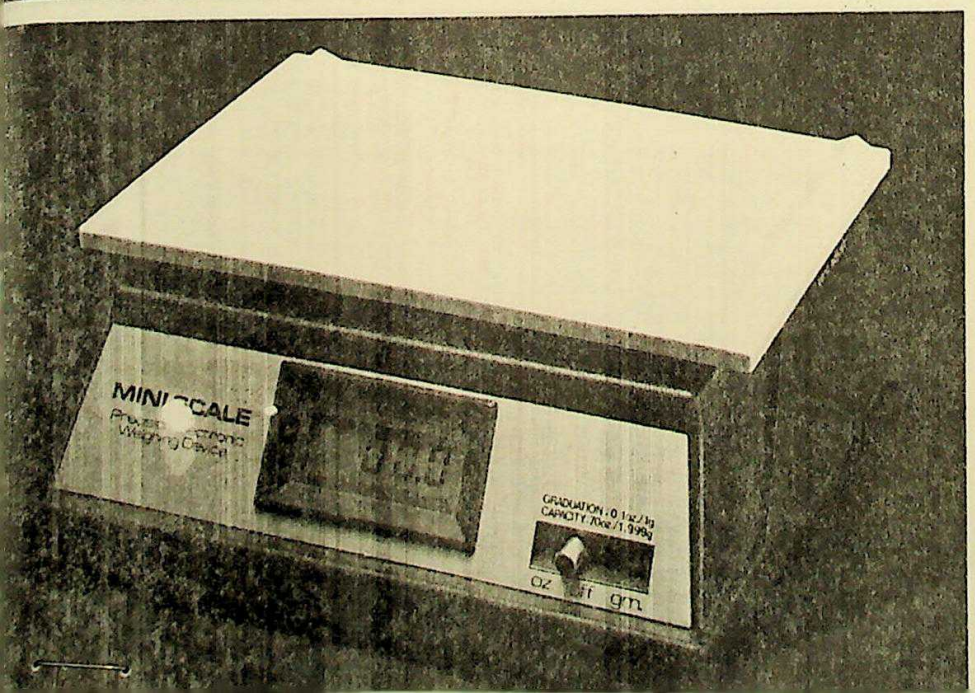
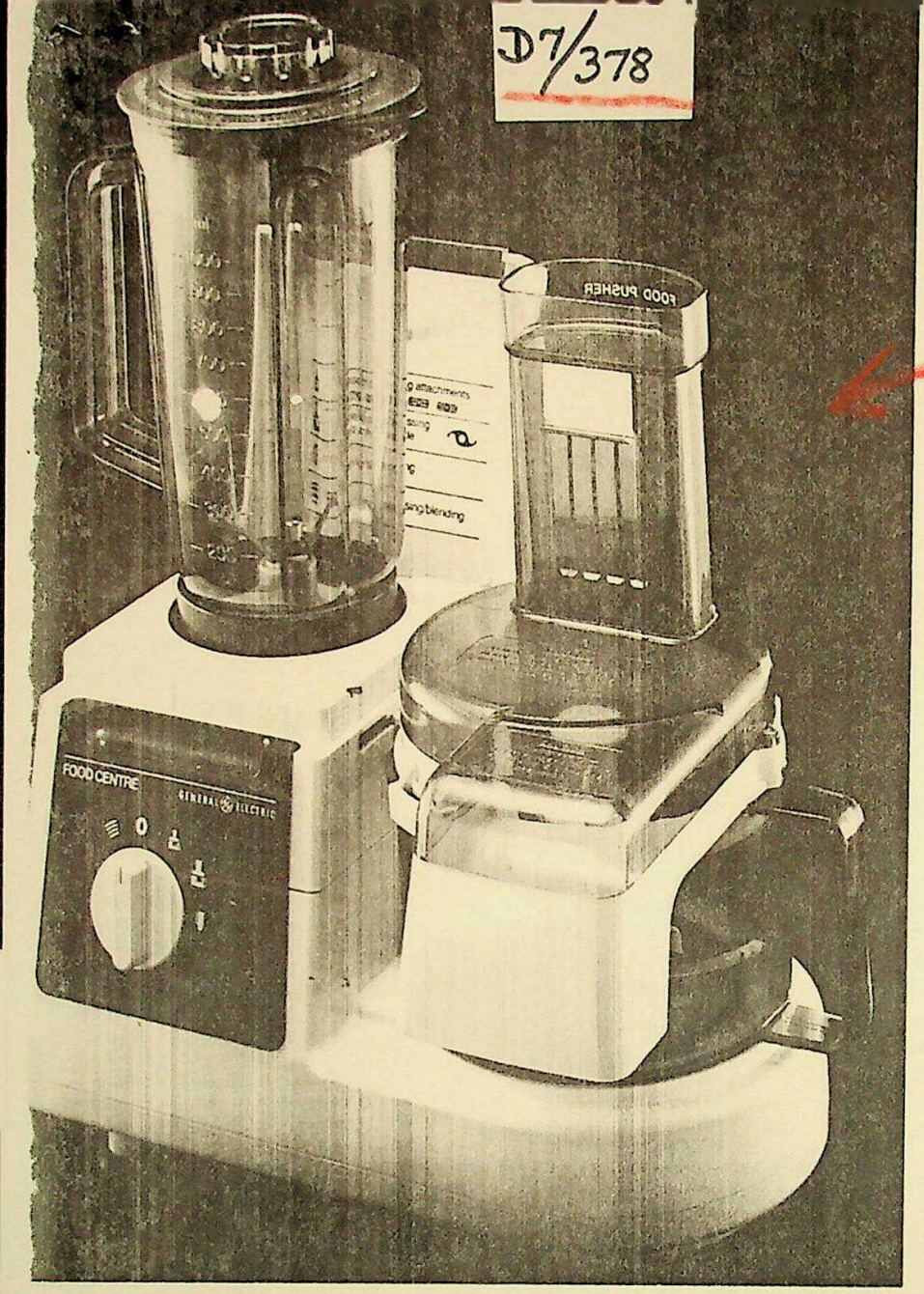


Opposite page: *Micro Recorder Phone by Soundic Electronics Ltd.*
Above left: *Food centre by Ngai Kwong Industrial Co. Ltd.*
Left: *Mini Scale by Bonso Electronics Ltd.*

D7/378

JUNE 1983

MICRO RECORDER PHONE TAKES GRAND PRIZE



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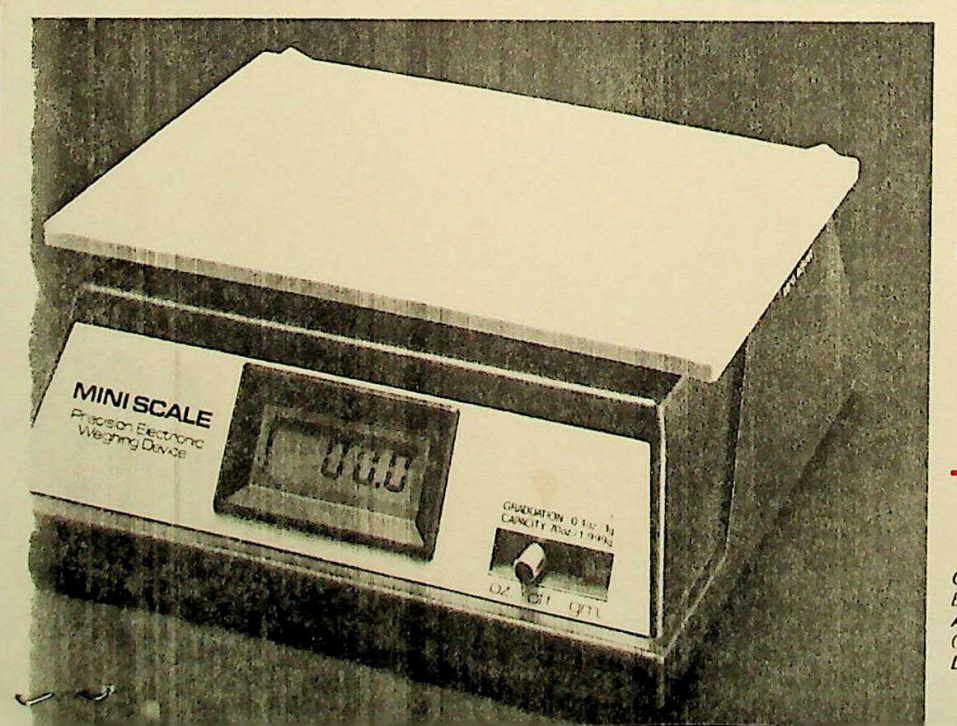
Photographed by Peter Chan



HONG KONG ENTERPRISE

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Opposite page: *Micro Recorder Phone by Soundic Electronics Ltd.*
Above left: *Food centre by Ngai Kwong Industrial Co. Ltd.*
Left: *Mini Scale by Bonso Electronics Ltd.*

DJ-378

blenders and ice crushers

1 **Hamilton Beach Home Drink Mixer Model 727.** 2 speeds. Mixing head tilts back for removing container. Detachable spindle. 4 lbs.
108960HB Your Price $29.84 ..... $49.95

2 **Hamilton Beach 7-Speed Blender Model 600AL.** 44-oz. shatterproof container with built-in measuring guide, handle. Almond. 7 lbs.
875872HB Your Price $19.87 ..... $33.95

3 **Oster 10-Speed Osterizer Blender Model 869-16.** 3 cycle/7 continuous speeds. 5-cup "Perma-Glas" container, 2-oz. measure cap. 6 lbs.
696676AJT Your Price $24.87 ..... $39.95

4 **Hamilton Beach 14-Speed Blender Model 632AL.** High/low switch. 40-oz. glass container. Removable stainless steel blades. 7 lbs.
351636HB Your Price $23.84 ..... $39.98

5 **Waring 14-Speed Blendor® Model BL441-8.** 5-cup container, blend control. Sauce/salad dressing attachment, 16-oz. storage jar. 7 lbs.
350133WV Your Price $29.96 ..... $49.99

6 **Oster 10-Speed "Cycle Blend" Osterizer Blender Model 643-46.** 5-cup container. 9 lbs.
997501AJT Your Price $29.46 ..... $46.95

7 **Hamilton Beach 14-Speed Blender Model 640AL.** High/low, extra power button. 11 lbs.
****706302HB Your Price $29.84**.. $49.95

8 **Oster 14-Speed Dual-Range Osterizer Blender Model 848-34.** 14 pulse/continuous speeds. 5-cup glass container, cycle blend. Gold. 9 lbs.
571652AJT Your Price $34.94 ..... $54.95
As above, but white. 9 lbs.
926248AJT Your Price $34.94 ..... $54.95

9 **Oster 16-Speed "Puise-Matic" Osteriz Blender Model 861-66.** Controlled cycle bler ing. 5-cup glass container, ½-pint mini-blend j 2-oz. measuring cap in lid. Almond. 9 lbs.
997528AJT Your Price $39.96 ..... $63.

10 **Oster Ice Crusher Accessory Model 435-1** For Osterizer blenders, "Kitchen Center". 2 lb
997498AJT Your Price $16.97 ..... $22.

11 **Rival Automatic Ice Crusher Model 840A** Fast feed safety hopper. Crushes tray of cub in 30 seconds. Holds 2 cups crushed ice. 5 lbs.
975311RM Your Price $17.96 ..... $29.

12 **Oster "SnoFlake" Ice Crusher Model 57 06.** Makes coarse to finely crushed ice i stantly. Holds 3 trays of cubes. Won't stall. 5 lb
875414AJT Your Price $24.97 ..... $36.

"ALL REBATES PAID DIRECTLY BY THE MANUFACTURER. CHECK OUR SHOWROOM FOR DETAILS. Please see front of catalog for an explanation of list prices (no symbol) and other reference retails (†), and page B for warranty information. Our index and order blanks are located in the front of this catalog.

BEST 1983/84 Catalog

D7-378

food processing takes hard work out to lunch

(1) Oster 16-Speed Osterizer Blender Model 861-66. With "Pulse-Matic," 16 cycle/continuous speeds. 5-cup container, mini-blend jar. 10 lbs.
997528AJT Your Price $39.96 ..... $63.95
(2) Oster 10-Speed Osterizer Blender Model 643-46. "Cycle Blend," 3 cycle/7 continuous speeds, 5-cup glass container. 9 lbs.
997501AJT Your Price $29.92 ..... $46.95
(3) Oster 14-Speed Dual Range Osterizer Blender Model 848-34. Gold. 9 lbs.
571652AJT Your Price $34.97 ..... $54.95
As Above in White. 9 lbs.
926248AJT Your Price $34.97 ..... $54.95
(4) Hamilton Beach 14-Speed Blender Model 640-AL. High/low ranges, insta-blend button for powerful surge. 3 "Blender Plus" containers. 8 lbs.
706302HB Your Price $29.82 ..... $49.95
(5) Hamilton Beach Juice Extractor Attachment Model 745. Fits Hamilton Beach blenders. 4 lbs.
127981HB Your Price $19.94 ..... $29.95
(6) Hamilton Beach 14-Speed Blender Model 632CK. Easy fill cap cover. 5 lbs.
163732HB Your Price $29.82 ..... $49.95
(7) Oster 10-Speed Osterizer Blender Model 869-16. Cycle Blend with 3 cycle/7 continuous speeds. 5-cup glass container. Almond. 6 lbs.
696676AJT Your Price $24.92 ..... $39.95
(8) Hamilton Beach 7-Speed Blender Model 600AL. 44 oz. shatterproof container. 5 lbs.
875872HB Your Price $19.94 ..... $33.95
(9) KitchenAid Multi-Function Food Processor Model KFP701. 2 bowls, slicing and dough blades, 3 shred discs, X-large feed tube. 14 lbs.
128295GH Your Price $184.96 .... $299.95
(10) Oster Kitchen Center® Model 979-16. 5 appliances in one: blender, grinder, slicer/shredder, doughmaker, mixer. 30 lbs.
696714AJT Your Price $144.64 .... $244.95
(11) Moulinex La Machine II Food Processor. Extra large food tube, pulse/continuous control. 72 oz. bowl. Shredding disc and blade. 10 lbs.
852465AMK Your Price $49.96 ..... $95.50
(12) GE Multi-Speed Food Processor/Blender Model FP-3. 6 speeds, plus pulse. Shredding disc, blade. 36 oz. blender container. 9 lbs.
184411GE Your Price $69.86 ..... $103.98
GE Versa Disc™ Accessory Kit. For FP-1, 2 or 3. French fry, slice, ripple and shred discs. Blade holder for storage. 2 lbs.
128945GE Your Price $19.96 ..... $22.9[illegible]
(13) GE Food Processor Cookbook. Over 350 color photos, 200 tested recipes/tips. 2 lbs.
889431GE Your Price $6.97 ..... $8.95
(14) Hamilton Beach Dual Speed Food Processor Model 702AL. Cut, shred, slice. 1 qt. bowl. 9 lbs.
852503HB Your Price $39.82 ..... $75.95
(15) Sunbeam Le Chef Food Processor Model 14031. 7 speeds, large feed tube. 3 shred/slice discs, 2 blades, tools. Kneads up to 3 lbs. of dough. 13 lbs.
128813XU Your Price $89.74 ..... $133.95
(16) Moulinex Regal La Pasta Machine Model V717. Discs for spaghetti, noodles, macaroni, fettuccine. Kneads, cuts automatically. 14 lbs.
128287AMK Your Price $79.86 .... $146.50
(17) Moulinex La Machine III Food Processor. Two 72 oz. bowls, cutting blade, shredding disc, beater attach. Continuous/pulse oper. 9 lbs.
130826AMK Your Price $69.97 .... $128.95
(18) Hamilton Beach 6-Speed Food Processor Model 721 AL. On/off, pulse. Juicer; frensch fry disc, ice crusher blade, shredding disc. 12 lbs.
118087HB Your Price $69.97 ..... $113.98
(19) Cuisinart Food Processor Model DLC-7P. Large bowl w/cover, large feed tube. 19 lbs.
183954AFM Your Price $197.82 ... $275.0[illegible]

**ALL REBATES PAID DIRECTLY BY THE MANUFACTURER. CHECK OUR SHOWROOM FOR DETAILS. Please see front catalog for an explanation of list prices (no symbol) and other reference retails (†), and page 8 for warranty information. Our index and order blanks are located in the front of this catalog.

Best 1984/85 Catalog

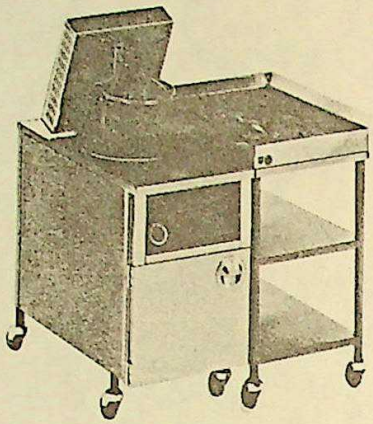
D7-378

PRODUCT KNOWLEDGE

JANUARY, 1988
PAGE 106

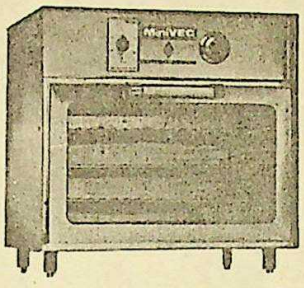
NEW PRODUCTS & LITERATURE

FOODSERVICE EQUIPMENT & SUPPLIES SPECIALIST

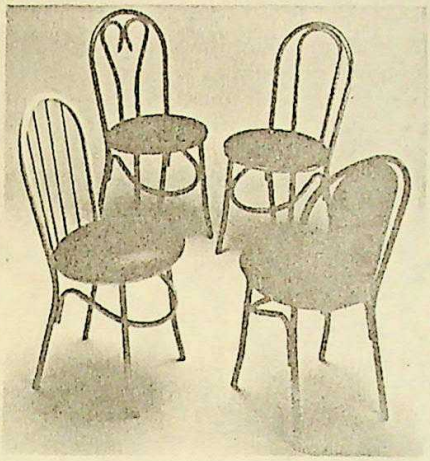


Fryer Has Automatic Basket Lift: This high-output fryer has a 12-lb. capacity and offers fool-proof automatic deep frying in limited space. Ideal for convenience stores and small- to medium-sized retailers, the compact fryer has front controls and a 40-lb. solid shortening capacity.
BK Industries 406

Oven Provides Compact Versatility: This mini convection oven fits into 3 sq. ft. of space and is ideal for heating, browning and baking a variety of entrées and appetizers. Features include full stainless steel construction, a large see-through window and three adjustable cooking racks.
Food Equipment Corp. 442



Product claims are taken from the manufacturers' statements and should not be considered editorial endorsements.



Parlor Chairs Are Colorful: A new line of ice cream parlor chairs is offered in four back styles. The Sweetheart, Hairpin, Upholstered Hairpin and Windsor designs are built for contract use. Chairs come in standard colors and finishes, and a full line of upholstery selections is available.
MTS Seating 444

Bartender tough

Performance. Dependability. Selection.
Nobody offers a wider variety.

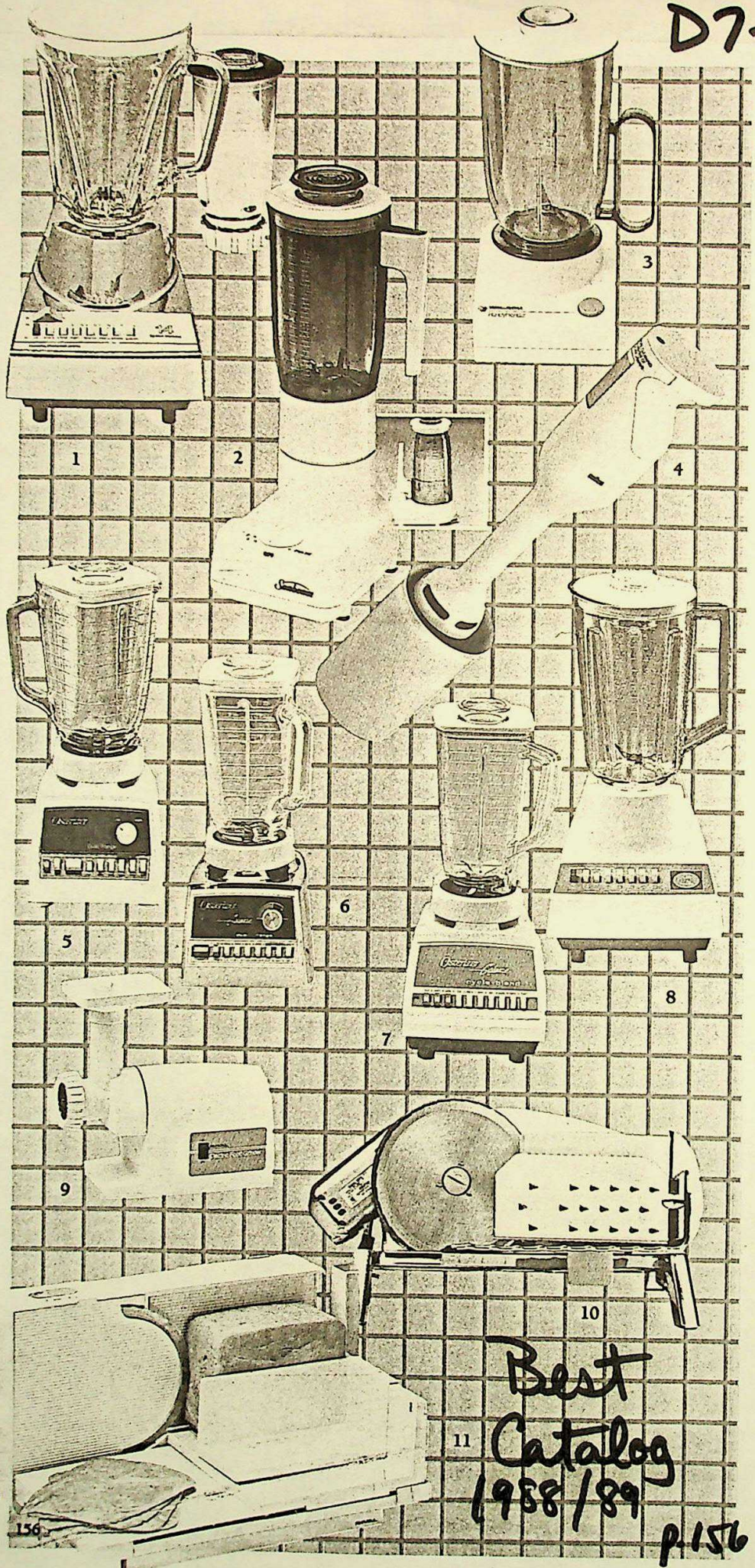
- Hand assembled
- Heavy-duty motors
- Durable die-cast parts
- Engineered to last

WARING COMMERCIAL® Nothing Outworks a Waring.

Waring Products Division, DCA, New Hartford, CT 06057 (203) 379-0731

For information circle 73

D7-378



1 Hamilton Beach 554CK 14-Speed Blender Plus. 40-oz. glass container. Includes a stainless steel mix/serve container. 10 lbs.
▲249661 $49.95† ..... Your Price $44.99

2 Sunbeam 04101 Storable Drink Blender. 2 speeds plus pulse. Stores in half the space of ordinary blenders. 4 lbs.
▲165654 $29.95† ..... Your Price $24.99

3 Black & Decker HB10 HandyBlender™ Cordless Rechargeable Blender. Dishwasher safe Lexan carafe. Powerful blender crushes ice. 3 lbs.
▲783617 $39.95† ..... Your Price $34.99

4 Braun MR30 Electric Hand Blender. Great for mixing , blending and stirring. Easy to clean. 3 lbs.
▲785504 $25.95† ..... Your Price $22.99

5 Oster 852-08 12-Speed Osterizer® Blender. 5-cup glass container. 12 pulse/continuous speeds. Recipe book. 8 lbs.
▲838764 $39.95† ..... Your Price $34.99

6 Oster 848-41 14-Speed "Dual-Range" Osterizer® Blender. 14 pulse/continuous speeds. Includes plastic serve/store jar. 8 lbs.
▲926248 $44.95† ..... Your Price $39.99

7 Oster 869-16 10-Speed "Cycle Blend" Osterizer® Blender. 3 cycle speeds and 7 continuous speeds. 6 lbs.
▲696676 $34.95† ..... Your Price $27.99

8 Hamilton Beach 608W 10-Speed Blender. 44-oz. container. Removable cutting unit for easy cleaning. 6 lbs.
▲244716 $22.95† ..... Your Price $19.99

9 Rival 2250W Electric Grinder. Two perforated grinding discs. Food pusher and sausage stuffer attachment. Large feed tube. 7 lbs.
▲785113 $59.95† ..... Your Price $49.99

10 Rival 1030V Electric Chrome Food Slicer. Serrated stainless steel blade. Adjusts from wafer thin to 3/4" thick slice. 14 lbs.
▲426377 $79.95† ..... Your Price $64.99

11 Rival 1044 IV Electric Fold-Away® Food Slicer. Serrated stainless steel blade. Adjusts from wafer thin to 5/8" thick slice. Folds compactly for storage. 8 lbs.
▲128120 $39.95† ..... Your Price $34.99

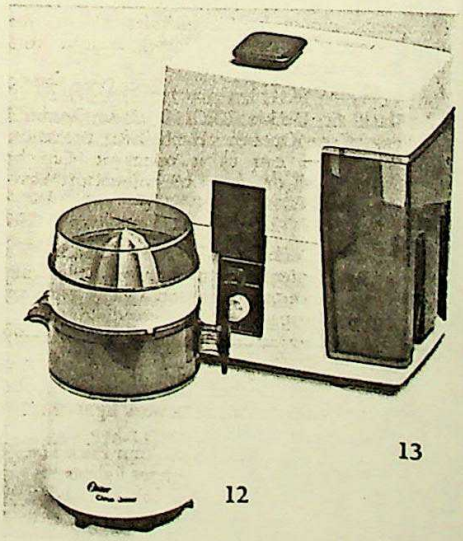
12 Oster 4100-06 Citrus Juicer. 14-oz. cap. 5 lbs.
▲783412 $22.95† ..... Your Price $19.99

13 Oster 323-08 Pulp Ejector Juice Extractor. 2 speeds. Extracts juices from a variety of fruits and vegetables. 10 lbs.
▲702927 $54.95† ..... Your Price $49.99

Warranty information can be found on page J. Our index and order blank can be found at the front of this catalog.

KEEP IT NEW℠

Extended Service Protection Plan available. Look for this symbol ▲. See page L for details. Sorry, not available in Florida.

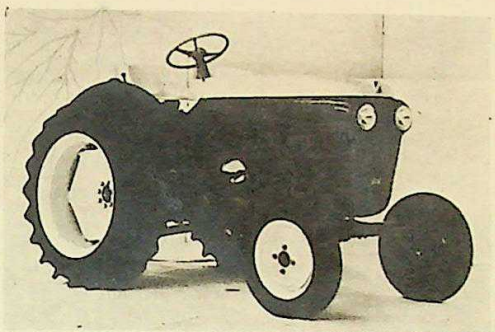


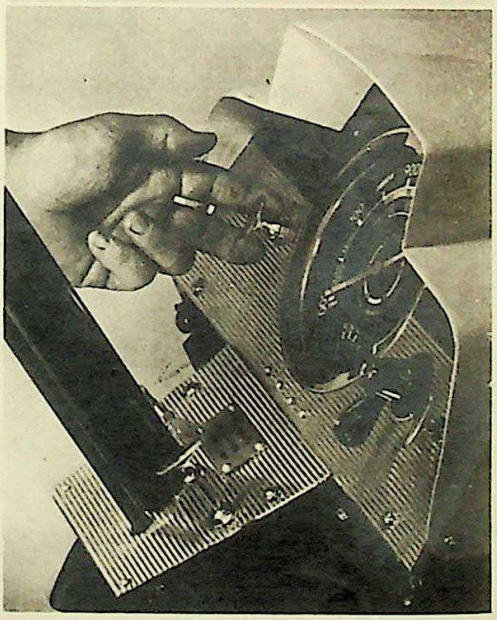
Best Catalog 1988/89 p.156

D7-379
07/458
DESIGN
8-1959
92
#128
p 54

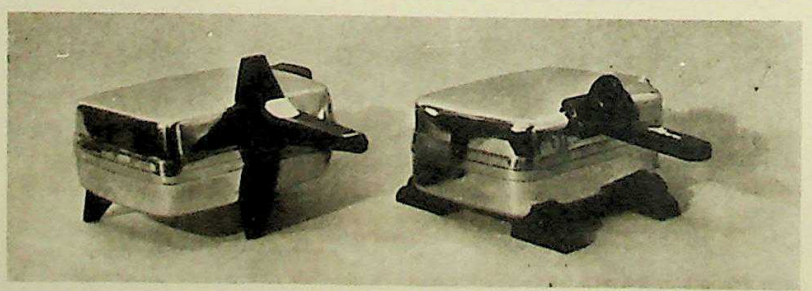
The director's office at CEI.

Novami's hand mixer for Nova, Belgium, one of the winners of the 1959 *Signe d'Or*, Belgian design awards.





ABOVE Tractor and driver's control panel for Vierzon, France.



Previous model and, *far left*, redesigned waffle iron for Nova, Belgium.

DESIGN #128
AUG. 1959
p. 54

D 7/379

92

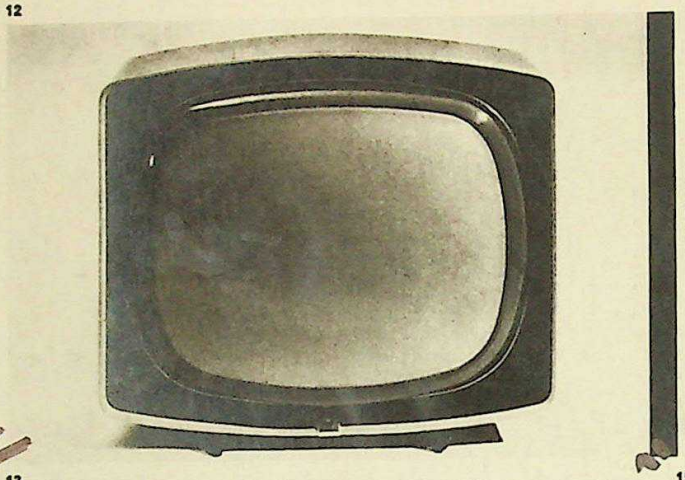
~~D 4124~~

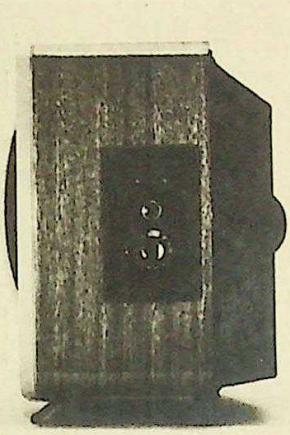
eneered cabinet with
nd. Height 21⅞ inches;
ll. MAKER *Pye Ltd.*

im alloy and mazak
pressure die castings. Enam... , plastics parts in grey.
Juice extracting, liquidising, peeling, grinding, slicing, shredding, can opening, colander and sieve attachments available. Height 12 inches; width 9½ inches; length 15 inches. CONSULTANT DESIGNER *Kenneth Grange*. MAKER *Kenwood Manufacturing (Woking) Ltd. £27 6s.*

14 Armchair (model *HC1*) with frame of steel rod and mahogany. Teak or oak arms. Cushions of 2-inch thick polyether, moquette-covered. Weatherproof covers available for open-air use. Parallel sides for space conservation. Choice of several colour finishes. Seat height 18 inches; depth 18 inches; width 24 inches. DESIGNER *Aidron Duckworth*. MAKER *Holborn Metal Works Ltd. £14.*
15 Parnall washer/rinser/spindryer (model *EW60*) in sheet steel. Finish in white or cream stove enamel. Washing, rinsing and spindrying carried out in one tub. Model *EW60H* has built-in heater. Height 36 inches; width 22 inches; depth 23¼ inches. Capacity 7½ lb dry clothes in 8 gallons water. DESIGNER *A. B. R. Dow*. MAKER *Electrical division, Radiation Ltd. £78 15s (EW60), £82 19s (EW60H).*

12





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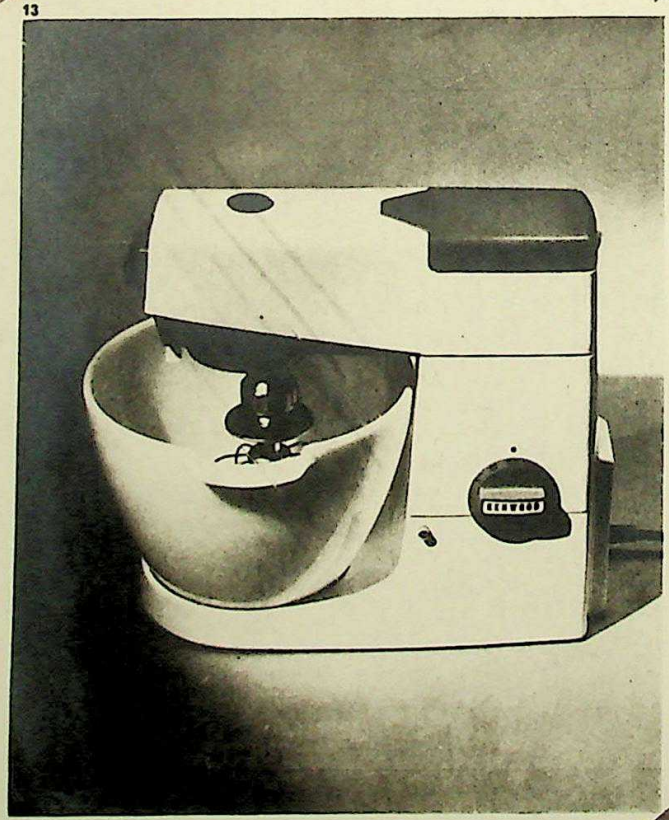

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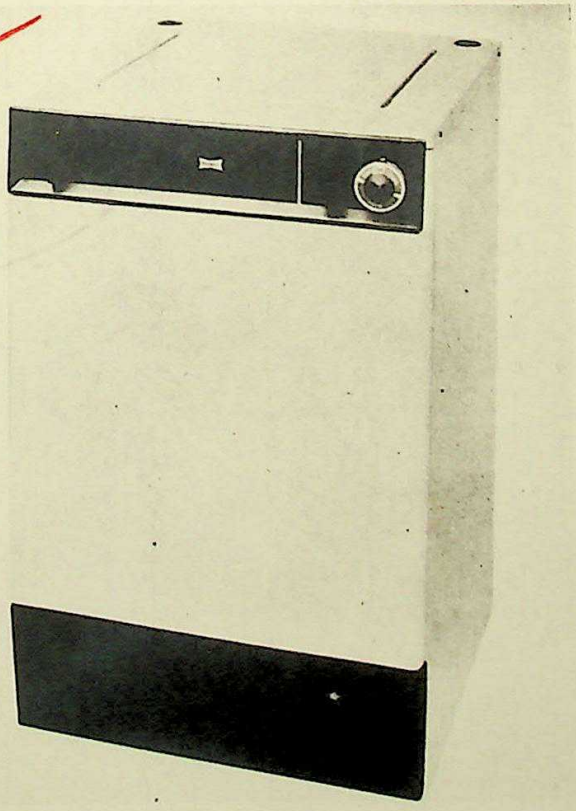

FEB 1961

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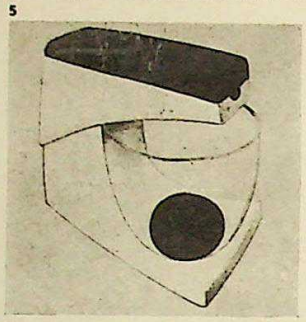
sting how the *A701* might look. In these designs the ... follows the profile of the mixing bowl.

7 and **8** Two early mock-ups made by Mr Grange. **9** A later mock-up of the food mixer. The indent in the inside of the body is necessary to allow clearance between the body and bowl. Alterations between this model and the finished product mainly concern the shape of the on/off speed control knob and the detailing of the juice extractor outlet cap on top of the cover. A bar switch was used on the final design to give: (a) better grip for the on/off switch; and (b) continuity with the shape of the slow speed outlet cover, at the front of the machine, both of which now carry the maker's name.

5



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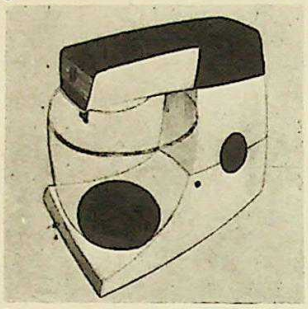

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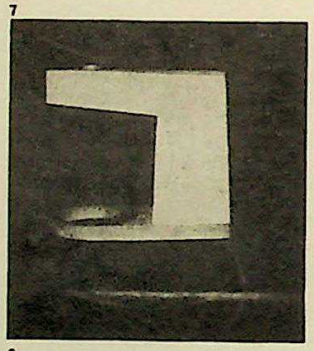

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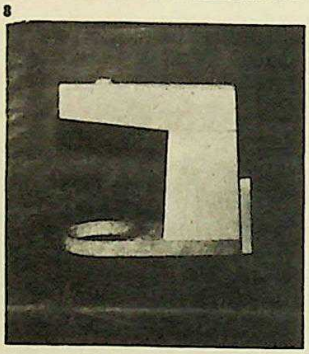

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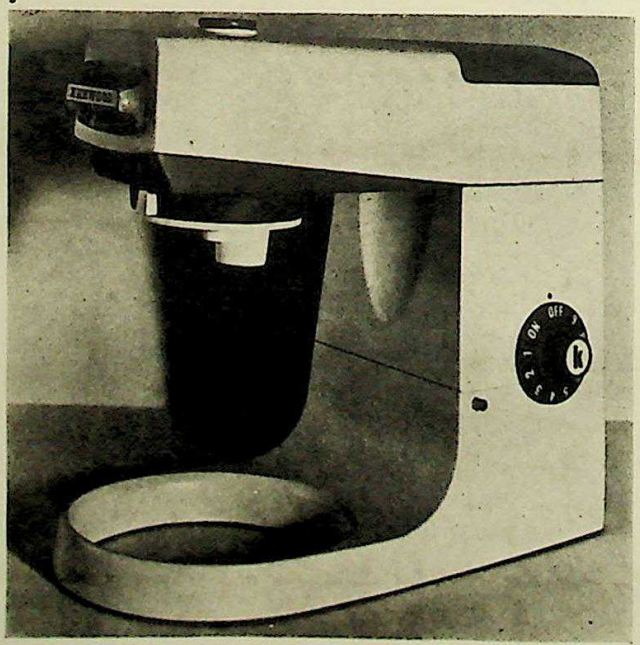

new design of gearbox was evolved, **4**, which could be produced as a separate, totally enclosed, grease packed sub-assembly. It is said that this is quieter in operation and requires less maintenance than the *700* gearbox. Drive from the motor is by a toothed belt.

At the same time the company intended to reduce the overall size of the projected design and to reduce its weight. However, as the new model had to be able to take all the 12 existing attachments, a requirement dictated by market research into overseas consumer demands, the height of the underside of the head was, of necessity, predetermined.

Market research, in various countries, played an important part in determining the basis for the projected design. For example, on the Continent housewives often make their own bread and use their mixers for mixing dough. This is a hard test for a mixer and one for which the *A701* had to be designed. Thus a motor with power enough for all uses was selected and incorporated into the *A701*. The design is double insulated, mounted on rubber bushings within the body casting.

Appearance

With detailed requirements set down and agreed at board level, Kenwood's engineers developed the components to meet the desired specification. Some sketches were completed to show how the *A701* would look, and it was at this point that the firm started to consider ways of presenting a design which had initial sales appeal and impact.

The designs produced by the company's staff, of which **5** and **6** show the trends of thought, were lacking the impact which the firm was seeking. C. Warner, works director, suggested that the advice of an industrial designer be sought and eventually, through recommendations by CoID's Record of Designers, Kenneth Grange was appointed as consultant. Mr Grange arrived at a time when the basic design was well under way, but this did not stop him querying the many limits he soon found himself up against. In the case of the body design, for example, Mr Grange would have preferred to have a secret hinge for the spring-assisted, lift-up head, **7** and **11**. As the body was already full of machinery there was no room – without making the whole body larger. Thus the hinge had to be fitted outside the body, requiring the small bulge seen in **8**. On the finished design, **1**, this is chamfered inwards at the base, making the protuberance seem smaller than it is.

The clearance between the mixing bowl and body was reduced (cp **1** with **2**), presenting a more integrated shape. But so that a potato peeling device could be attached, whose bowl dimensions are greater than that of the mixer bowl, the inside of the body was

A-1961

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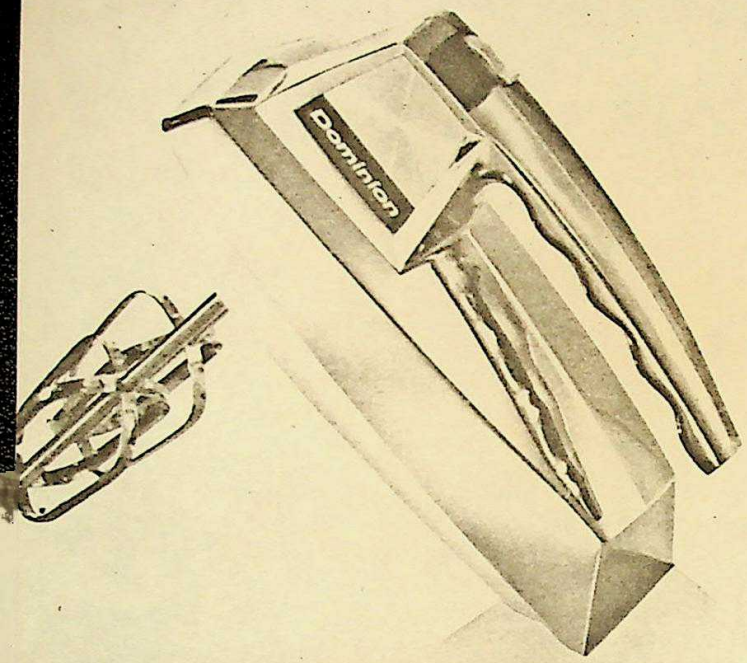
92

HOUSEWARES—new



PORTABLE FOOD mixer by Dominion Electric Corp. has entire upper section of electroplated molded ABS. Size and complexity of part represent a significant advance in the use of the electroplating technique.

MODERN PLASTICS
MAY 1965
p. 94

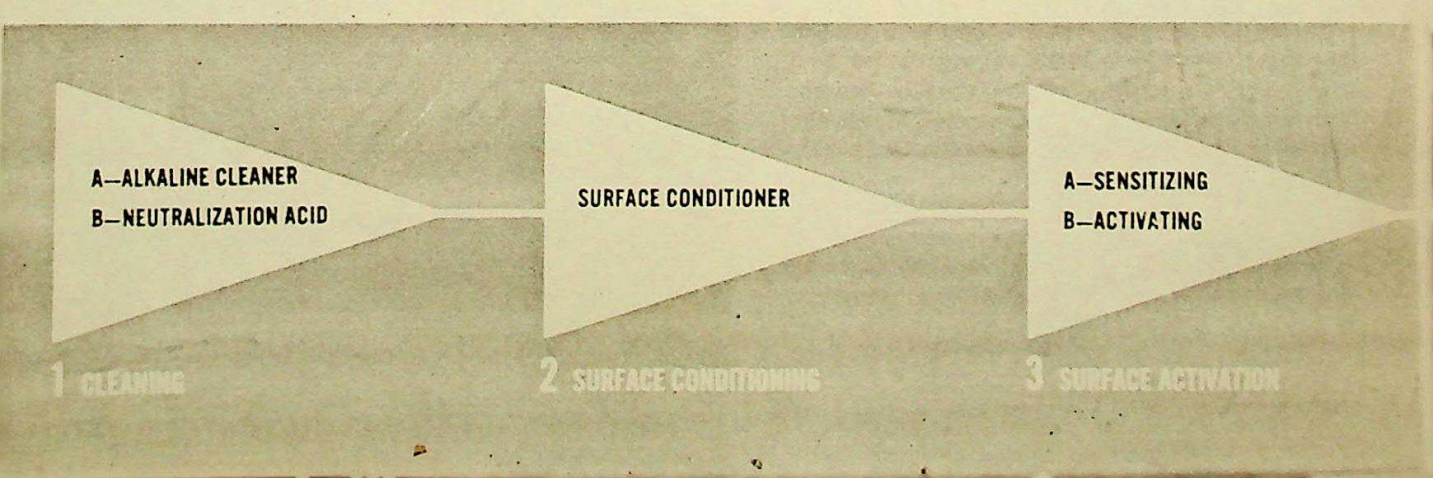
THE RECENT appearance of chrome-plated ABS components in several housewares items may well signal the broadening of the plated market, heretofore concentrated in the automotive field, into a wide segment of American industry as an economical means of product upgrading. It also underscores the continued need for tight quality control to assure user satisfaction. Appearance of product failures at this stage may well set back an accomplishment that has taken years of diligent effort to achieve.

Among the first electroplated ABS housewares products are tops used in a 5-piece "Royal Chrome" tableware line. The line consists of a blister-packaged salt and pepper shaker set, 8- and 12-oz. servers and a sugar dispenser, and is distributed nationally by Federal Housewares Div. of Nibot Corp., Chicago. Thanks to use of the electroplated ABS components, the new line carries a precedent-setting lifetime guarantee against corrosion—a warranty not possible with chromed server tops made of zinc. More recently, Bloomfield Industries, Chicago, came out with chrome-plated ABS salt and pepper shaker tops and is extending this construction to a matching sugar pourer.

In terms of comparative production costs, Federal estimates that the chromed ABS tops are at least 40% less than similar plated die cast zinc tops —a saving reflected in the retail price structure of the Royal Chrome line. The 8-oz. server, for example, retails at 89c, compared to a price range of $1.50 to $2.29 for competitive metal-topped units. The other items carry a 98c retail price.

Electroplated housewares, however, are not limited to such small items as shaker tops. A new portable food mixer (Model 1907) introduced by Dominion Electric Corp., Mansfield, Ohio, has a molded ABS

Six basic steps in preparing plating grade



D7/379

GE power mixers make kneading dough almost as easy as beating eggs.

It takes a very powerful mixer to knead bread dough. And a General Electric power mixer is a powerful 225-watt, solid-state mixer. Unlike most mixers, a GE heavy-duty mixer is powerful enough to mix many 2-loaf bread recipes.

And, while other mixers may give you dough hooks, they may not give you a headlock like the GE power mixer. This important lock keeps the head steady so that the dough hooks stay firmly in the dough without bobbing. And you don't need to hold the head in place.

A GE power mixer gives you much more, too: 12 speeds to mix everything from eggs to stiff batter. A detachable head, so that at the flick of a switch, your GE becomes portable. Two durable stainless steel bowls. Large chrome-plated beaters. Sturdy construction and balance to minimize movement on your counter.

GE gives you a choice of three power mixers. The decorator mixer in white, avocado or harvest. The deluxe chrome mixer. And the deluxe chrome mixer with an automatic timer which turns the mixer off automatically.

Whichever GE power mixer you choose, you'll be getting a heavy-duty mixer powerful enough to handle almost any mixing job you'll ever have.

BETTER HOMES & GARDENS

MAY, 1976

PAGE Z-3

TEFLON II

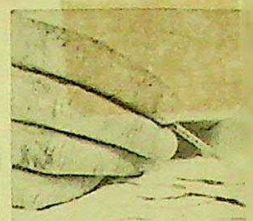
Other items made by General Electric use Du Pont Teflon* non-stick coatings.

GENERAL ELECTRIC

u bleizing made easy

cringe at the cost? Just follow these step-by-step instructions and you can turn any old piece of furniture into a marbleized

Step 1: Sand the rough spots and clean the surface of the area to be marbleized.



Step 3: To create the v
gives the marbleized ef
liquid artist's mask in
line fashion *(above)*.
*un*bristled end of a b
this. Let it dry.

Step 4: In a bowl, m
sudsy solution of wate
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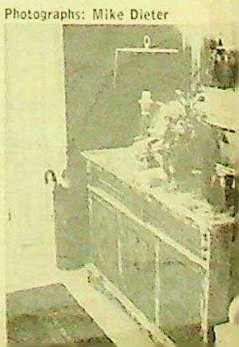
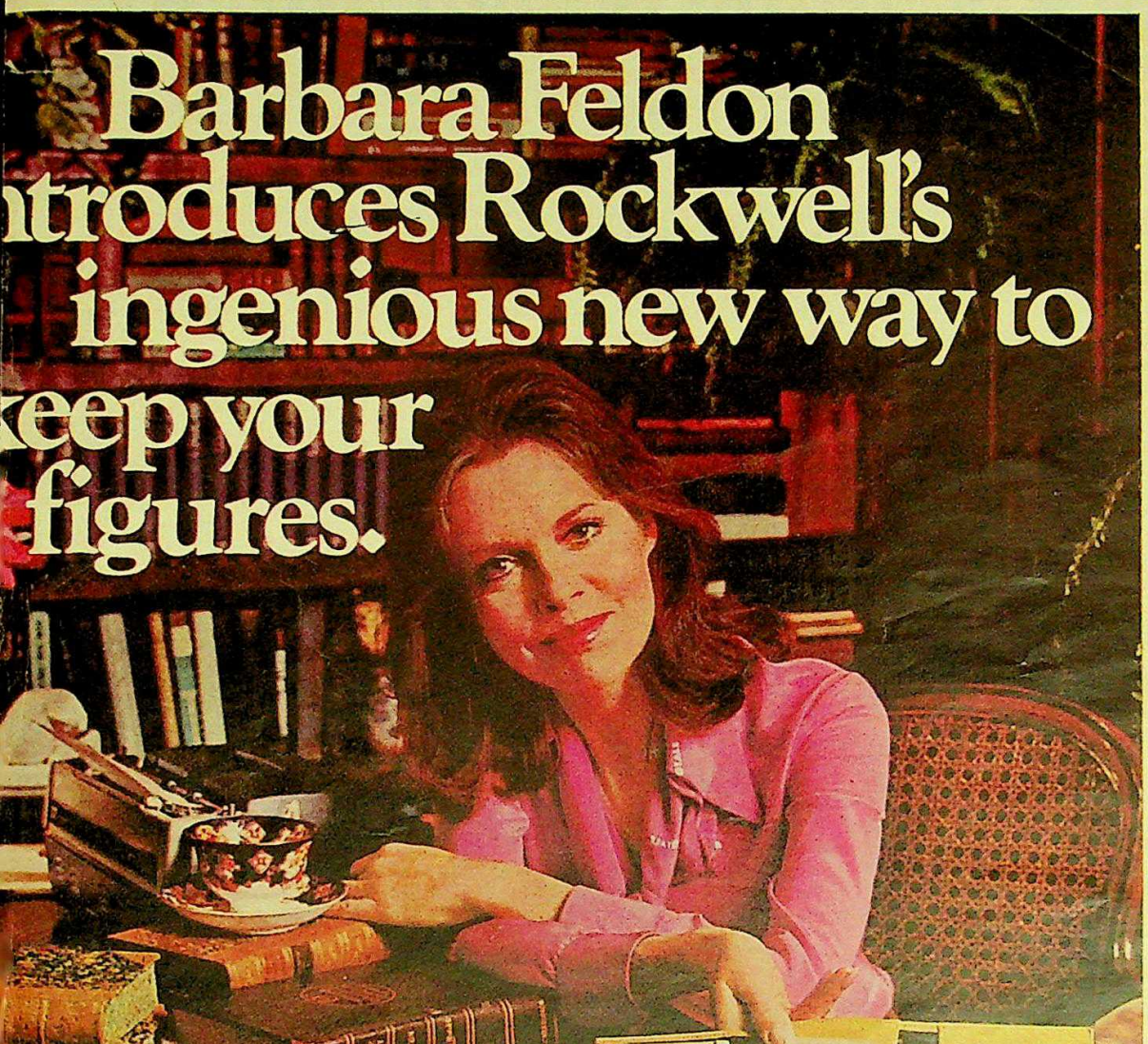
generously over the
face. Immediately, wh
is still wet, apply oil-
paint over the sudsy a
want a two-color eff
the second color ir
after the first. Allow th
spray paint to dry ov

Step 5: After the su
dried, merely pull off
mask with your finger
gum eraser. Allow th
piece to dry thorough
days, and then apply
of clear shellac as a
finish. Let dry and yo
ized finish is ready for

Photographs: Mike Dieter



Barbara Feldon introduces Rockwell's ingenious new way to keep your figures.



silvery Rockwell
A place for your
and credit cards.
pen and a loop to
ll fitted inside a handy
case, ready to tuck
purse. And it's all
ly $45.00.* There's
l coin purse
three tempting

shades of tan, gold and red to choose from.

Our talented little 24MS calculator has just about everything the bigger ones have — including percent key, memory and rechargeable battery. It's just what you need to figure how much 25 shares at 52⅞ would cost you. Or to check prices at the supermarket. And it's perfect for forecasting how far you can go on your vacation — including sales tax and tips. It not only figures percentages like that, but automatically adds them on — while memory allows you to accumulate a grand total to com-

thing a busy woman needs to keep her figures — and it's sized just right to take along wherever you go. Microelectronic Product Division, Rockwell International, Anaheim, CA 92803.

Rockwell International

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News/Views

continued

Designers urged to evolve new ways of practicing

Designers received some practical advice and heard some sagest opinions on "Mid-career realities," the theme for Design Dialogue 5, held on June 11, 12 on the beautiful campus of Cazenovia College, Cazenovia, NY.

Detail from logo

Ritasue Siegel, president of the Ritasue Siegel Agency, specializing in the placement of design professionals, opened the presentations by emphasizing the keys to career survival: preparation, flexibility, awareness of career options, readiness to change.

"All of us are potentially vulnerable to mid-career crisis," she noted, "yet reaching 40 is as predictable as the changing seasons. . . . evolve new ways of practicing your specialty; develop a greater sense of independence; keep on top of new developments in your specialty; adapt to changing concepts and circumstances in your specialty; continue to broaden your self-education; maintain your flexibility and adaptability; and develop fall-back positions both in terms of your competence and alternatives."

She also pointed out that a mid-career job loss can be turned into an opportunity to re-assess life goals and make changes. She further stated that "within a decade our preoccupation with youth will have come full circle; then older people will be able to look forward to longer, more productive working careers."

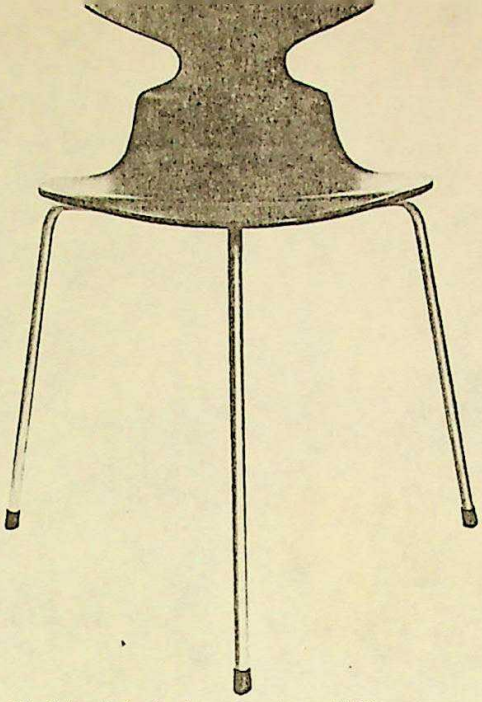
Frank Halse, former minister and authority on human development noted in his presentation the patterns of marital trials and successes within each family and how a mid-career crisis can bring out underlying conflicts.

Jay Doblin, known to most for his career in various facets of industrial design, now a product planner working with social scientists, reviewed the design profession, past and present and future. He offered examples, citing dozens of new design career sub-divisions. He foresees the emergence of the theorist, futurist, and pop cultists from the world of academia to the world of professional design practice.

The final presentation by Drs. Warren Lambert and Joel Richman, psychologists, recognized the problems of tensions associated with mid-career realities and demonstrated the use of bio-feedback devices to help individuals to learn to selectively relax muscles, affect body temperature, and lower blood pressure.

Jack Stork, John Houlihan, Jim Frakes, and Peter LaDouceur of Industrial Designers Society of America's Central New York Chapter successfully carried out Design Dialogue 5.

By Richard Hollerith Jr., F.I.D.S.A.



The "Ant" chair, Arne Jacobsen, 1952

Danish modern

An exhibition of the work of Danish architect and designer Arne Jacobsen exemplifies the modernist movement towards functionalism in architecture and design. Jacobsen's work evokes his concern for a masterful integration of all elements.

Known principally in the U.S. for his chairs, flatware, the Cylinda line of stainless steel serving accessories and textile designs, his work made "Danish modern" an internationally familiar term in the 1950's. The traveling exhibition, a selection of 125 product designs and numerous photographic panels illustrating his

Stainless steel hollowware, Arn

architectural work, opened th
Renwick Gallery of the Natio
Fine Arts, Smithsonian Instit

The culminating achievem
sensibility for elemental deta
Royal Hotel and Air Termina
first skyscraper at its completi

Jacobsen, who died in 1971
designed furniture, textiles, a
blend of a single concept. His
chairs, designed for the hotel
sidered modern classics.

Architect Ellen Waade, ass
cobsen for many years, wrote
tion's catalogue, "One of the
Jacobsen design is its close re
architectural projects. He wa
both the large scale and the s
he never considered his build
til they were ready for use. . .
materials, techniques and uti
constantly guided and deterr
yielding search for clear, bala
form expressions."

Ms. Waade organized the
sored by the Danish Bicenter
for the Danish Foreign Mini
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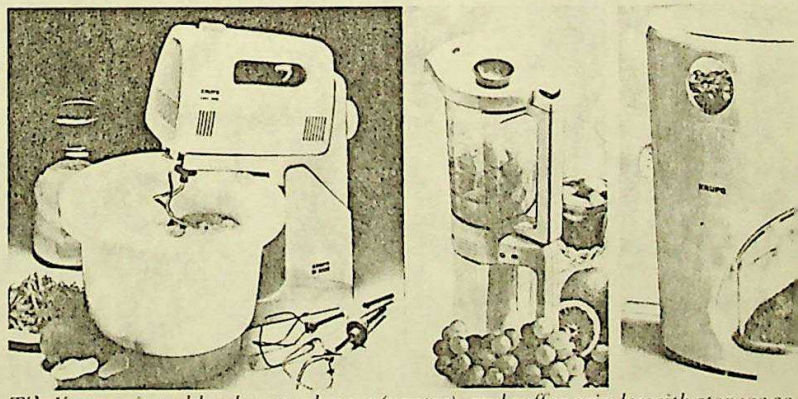

The Krups mixer, blender attachment (center), and coffee grinder with storage co

Krups Products preview

American housewares manufacturers will face additional compe
"European look" with the introduction of a new line of kitchen p
before available in U.S. stores. Manufactured by the Krups Com
Solingen, West Germany, these award winning small appliances
selected stores by fall '76.

The Krups Company is marketing a range of products includi
makers, food slicers, food scales, mixers, coffee grinders, blende
room scales. One of the most interesting designs is a combinatio
The mixer has a multi-speed gear driven rotating bowl which op
pendently of the mixer itself. The blender attachment not only b
small solids. A kitchen scale, also available, folds up and can be

Continued on page 16

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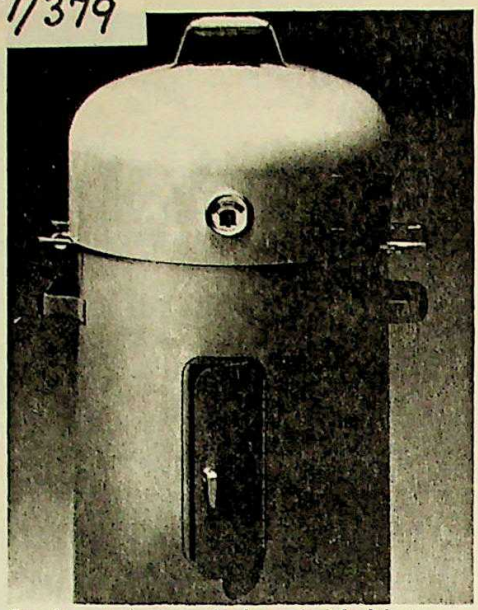
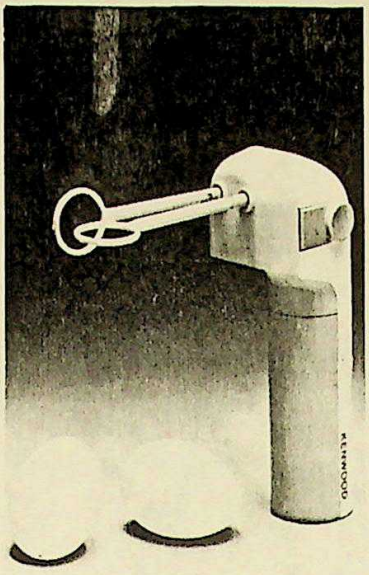
p. 14

INDUSTRIAL DESIGN

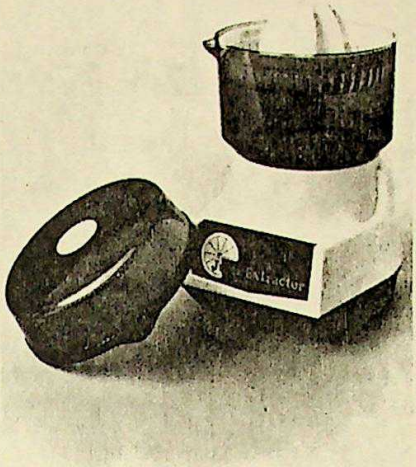
D7/379



Smoke, roast, steam, barbecue in Mr. Meat Smoker made of steel and porcelain. Smoker Prods., Hwy 175 E. Mabank, Tex. 75147.



Hand-held battery-operated whisk. $10.95. Thorn Kenwood 26 Columbia Tpke., Florham Pk., N.J. 07932.



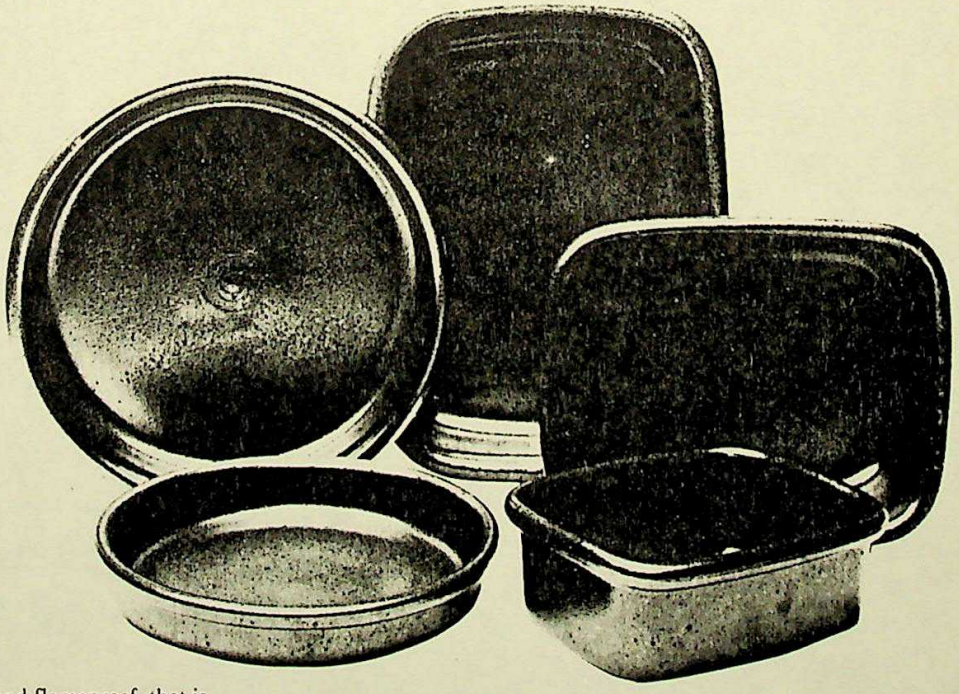
Battery-operated citrus juicer is portable. $10. Harper-Lee Intl., 308 Prince St., St. Paul, Minn. 55101.

GIFTS & DECORATIVE ACCESSORIES

Shower the Bride with

APRIL, 1979 p. 76

Start brides with the basics, but don't forget the cooking gadgets, specialty accessories and cookware that they love. They're naturals for bridal showers and wedding gifts, too, so don't pass them over when bridal registrations are in progress. And with working wives the norm, capitalize on interest in the microwave oven.



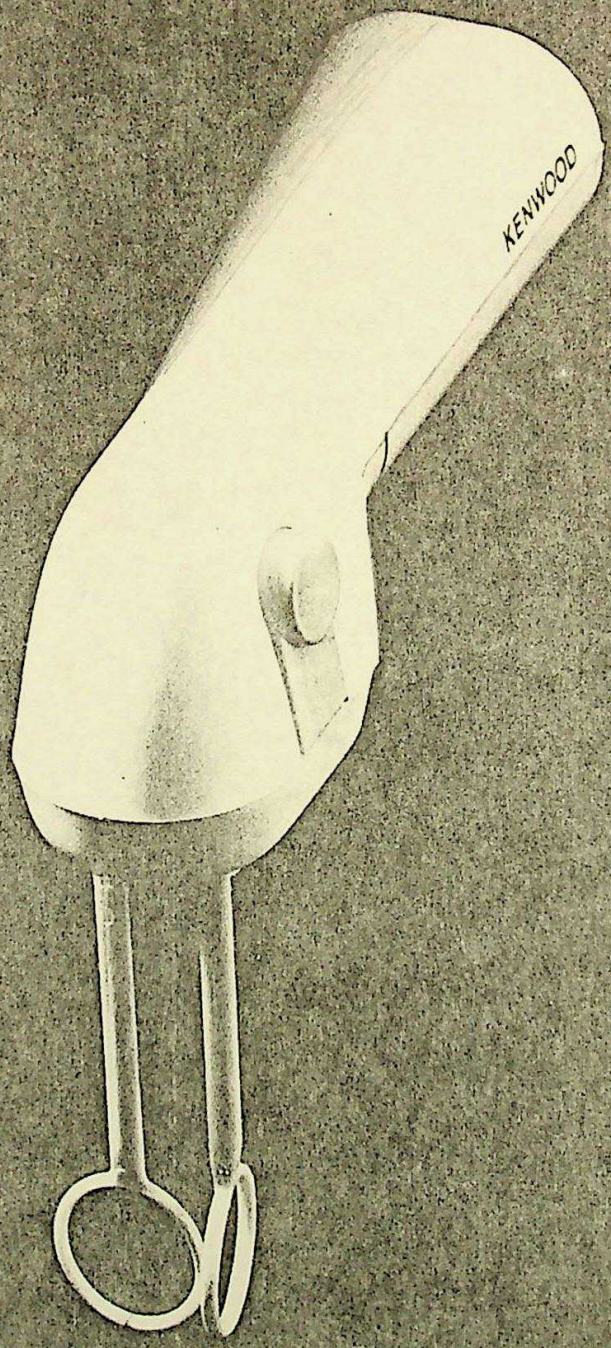
Shades of Brown stoneware is ovenproof and flameproof, that is, usable on the burner. Offers the convenience of freezer to oven to microwave. H. E. Lauffer, Belmont Dr., Somerset, N.J. 08873.

PENTAGRAM DESIGN
●Battery hand whisk for *Kenwood Manufacturing*.
Designed by Kenneth Grange, 1973.
Production began in 1973.

The A1050 is a low-cost kitchen tool powered by two U2 batteries. The casing is abs. The removable whisk blades are acetal.

AUGUST, 1979
DESIGN p. 54

D7/379



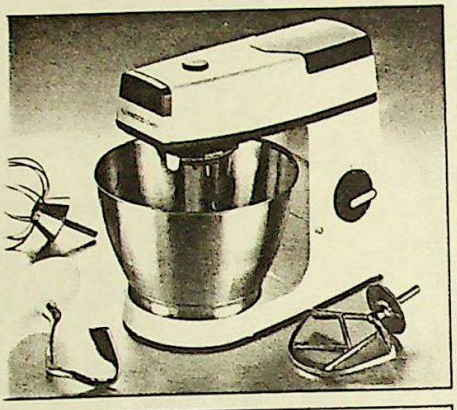
D7-379

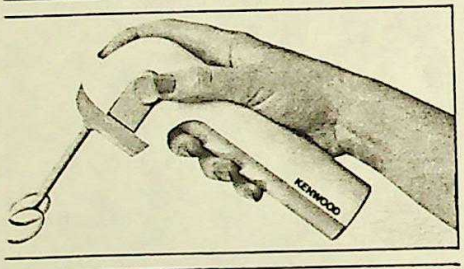
BLOOMINGDALES April 10, 1980 p. 18

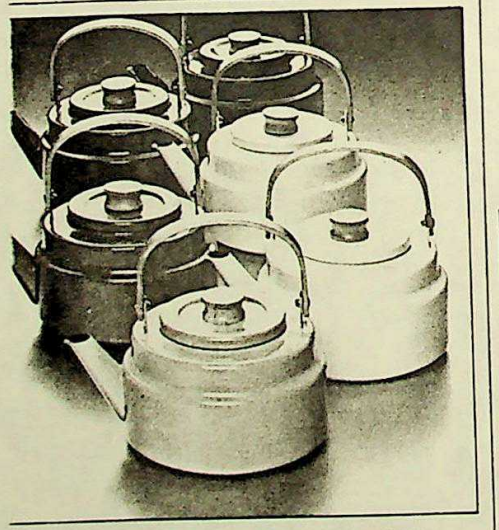
wood Chef. The world-famous mixer durable (all metal), powerful (450 watts) liable. Basic unit includes: 5-qt. lock-on ss steel bowl, whisk, beater, dough spatula and recipe book. Planetary gets large or small amounts all mixed heavy-duty attachments available at cost. #1801 . . . . . 275.00*

dless whisk. This little mixed number d-held, lightweight and compact. Ideal g whites, drink mixes, whipped cream. y operated (not included). 2. . . . . reg. 14.00 **10.00***

warranty information, see order form.

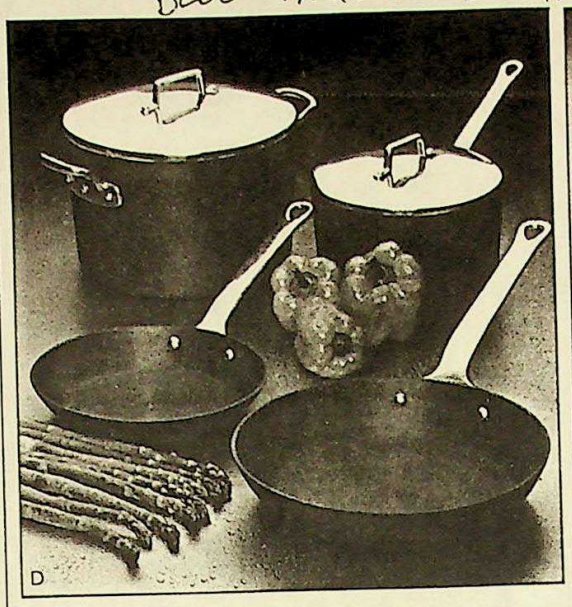






It's high (tea) time for Cousances. High-ality enamel-on-steel tea kettles with teak ndles. 2½-qt. capacity in flame, brown, nna, blue, yellow, white. From France. 1803. . . . . .22.95

okware and Cook's Kitchen on The Main urse, 6th Floor, New York. And all our res except Scarsdale.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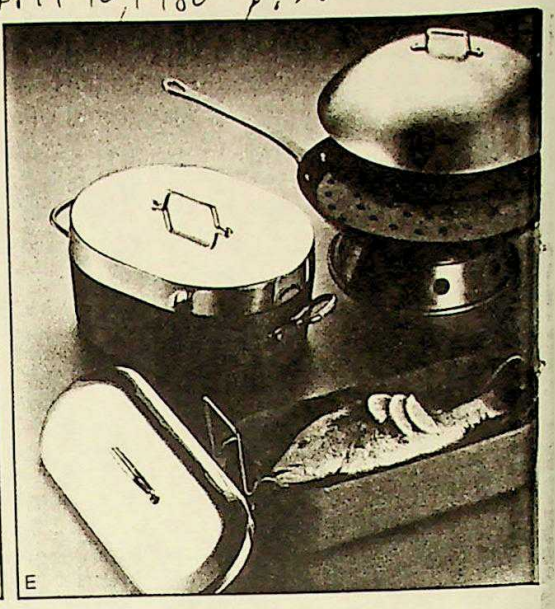
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WE'VE GOT ALL THE TOOLS OF YOUR TRADE

D. Magna-ficent cooking with Magnalite Professional®. It will change your taste in cookware for good! Incredibly strong, heat-conductive cast aluminum with a last-a-lifetime surface that's part of the metal and which metal utensils will not scratch. Never reacts with the taste or color of food. 7-pc. set includes: 11" open frypan, 9" open frypan, 7-qt. covered stockpot with aluminum meat rack and 3-qt. covered saucepan.
Open stock value 185.00, #1804 . . . . . .125.00

E. Magnalite Professional® open stock. You can never have too many!
19" covered fish poacher, #1805 . . . . . .88.00
12" covered roaster, #1806. . . . . .78.00
14" wok (aluminum cover, base and steam rack), #1807 . . . . . .65.00
Larger assortment available in Magnalite Professional®, Sienna and Le Creuset.

Save 25% to 30% on Sienna Cookware. Heavy enamel on cast iron in flame. By Cousances.

	Reg.	Sale
F. 5-qt. oval oven, #1808	59.95	44.95
G. 7-qt. round oven, #1809. . . .	69.95	49.95
H. 2-qt. covered saucepan (wood handle), #1810.	39.95	29.95
J. 3-qt. covered saucepan (iron handle), #1811.	44.95	29.95
K. 11" frypan (wood handle), #1812.	39.95	29.95
L. 9" frypan (iron handle), #1813.	19.95	14.95

M. Le Creuset 9-pc. Cookware Set, 30% off. 2- and 4½-qt. cov. rd. ovens, 2- and 1-qt. cov. wood-handle saucepans, 9½" frypan (lid from 4½-qt. oven fits). Flame, yellow or brown enamel on cast iron.
Open stock value 177.75, #1814 . . . . 109.95

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PAGE 39 TOP ↑

On the Shelves by '82?

NOV. 17, 1980
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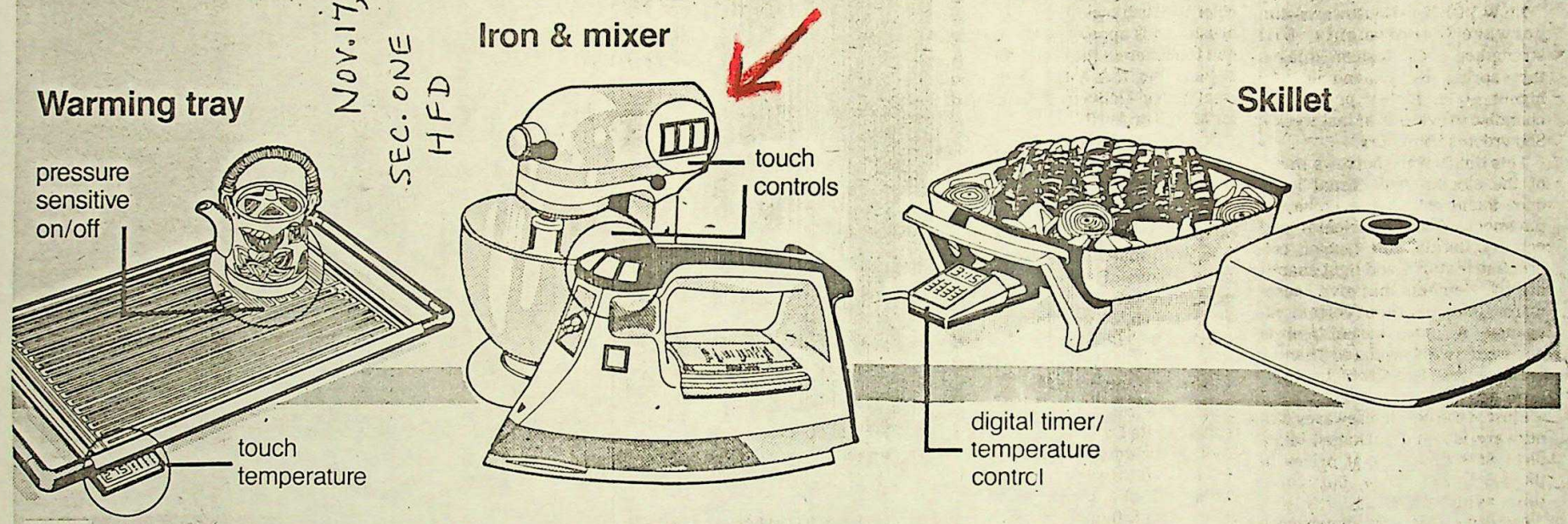

MICROCOMPUTER products for the future: Pictured are some of the products using microprocessor chips which are expected to be introduced in the next 18 months. From left: Vacuum cleaners are expected with a chip controlling the motor, thus creating efficiencies that permit the motor to be smaller. Controls on food processor motors, it is said, will allow for less gearing. Digital timers are coming, as well as chip-based metric measurement converters. A multi-function convection oven that has convection, radiant bake, broil and toast modes is on its way. A warming tray with pressure-sensitive on-off switch is expected. Touch controls on small appliances such as mixers and irons are coming, and so are skillets with chip-controlled timer and temperature, industry sources say.

D7/379

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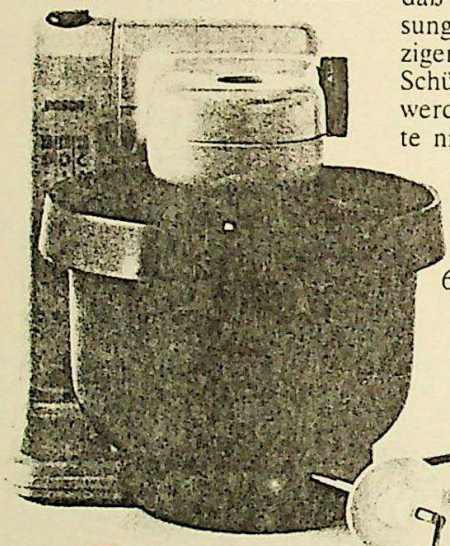
D7/~~159~~ 379

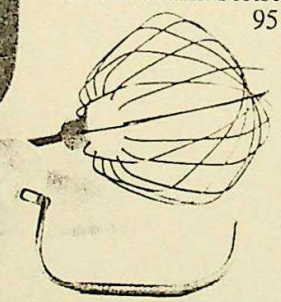
P. 68 SW FEB., 1981
SCHÖNER WOHNEN

Doris Nies arbeitet halbtags. Sie hat vier Kinder

»Klein, aber für große Mengen geeignet«

Ein kleines Gerät, das außerdem schön aussieht, wünschte sich Doris Nies. Sie kaufte sich vor einem Jahr die Bosch-Küchenmaschine. Bis dahin benutzte sie ein Handrührgerät und war damit auch zufrieden. Es fiel ihr aber wegen eines Rückenleidens schwer, bei länger dauernden Arbeiten das Gerät in der Hand zu halten und zu führen. Inzwischen schätzt sie nicht nur die Kraftersparnis, sondern auch, daß sie Zeit gewinnt. »Während die Küchenmaschine den Teig rührt, kann ich schon das Backblech einfetten oder den Geschirrspüler ausräumen.« Die Bosch-Maschine läßt sich leicht zusammensetzen: »Den Getriebearm kann man hochklappen, wenn man Rührbesen und -schüssel abnimmt, oder wenn man größere Mengen Zutaten in die Schüssel füllt. Die Bedienung ist so einfach und logisch, daß ich die Gebrauchsanweisung nicht benötigt habe«. Einziger Kritikpunkt: Wenn die Schüssel nur wenig gefüllt ist, werden die Zutaten in der Mitte nicht gleichmäßig verrührt.





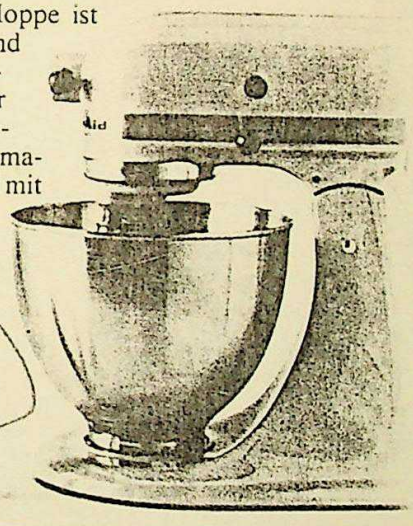
Fabrikat: Bosch UM 4, Preis: Grundgerät mit Rührwerk: ca. 220 Mark. Sonderzubehör: Mixer: 65 Mark. Durchlaufschnitzler: 85 Mark. Fleischwolf: 95 Mark.

Erna Hoppe, Hausfrau, versorgt zwei Enkelkinder

»Ein Cadillac für die Küche, mit allem Drum und Dran«

»Zuerst hat mich der Anblick der großen Maschine in der Küche gestört, aber sehr schnell hatte ich das Gefühl, als sei sie schon immer dagewesen. Das kommt wohl auch daher, weil ich die Kitchen Aid jeden Tag benutze«, berichtet Erna Hoppe. Seit sie die Küchenmaschine hat, stehen Rohkostsalate häufig auf dem Küchenzettel, weil sie ohne Mühe schnell zubereitet sind. Erna Hoppe ist auch vom Rührwerk und dem Fleischwolf begeistert. Den Dosenöffner hat sie allerdings nie benutzt. »Eine Konserve mache ich genauso schnell mit der Hand auf. Der elektrische Öffner lohnt sich wohl nur für Großkü-

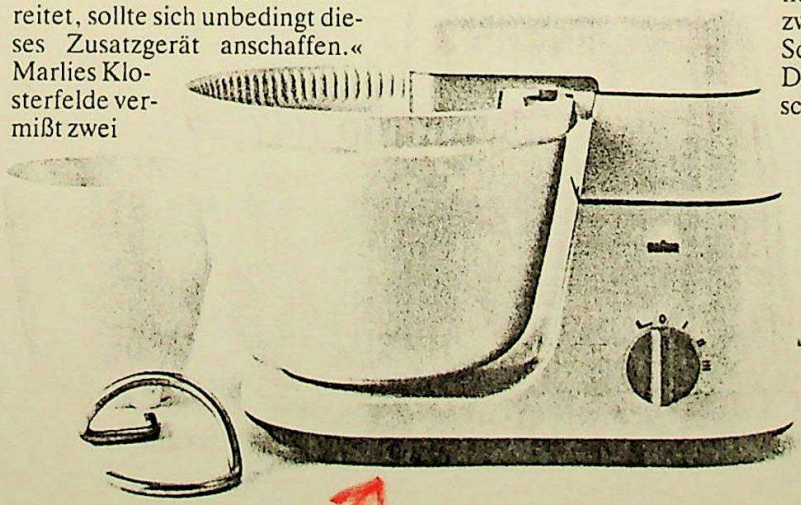
chen«, ist ihre Meinu. Küchenmaschine hat sehr leistungsstarken zehn Geschwindigkeit und eine 4,5 Liter f: Edelstahlrührschüssel. »alles« kann und sehr st lohnt sich ihre Anschaf Haushalte, in denen Mengen auf Vorrat g und gebacken werden. kat: Kitchen Aid K45. Grundgerät mit Ed Rührschüssel 740 Mar derzubehör: Fleischwo Mark, Gemüseschneid Mark, Getreide- und mühle 200 Mark, Pas richtung 67 Mark, Dose 53 Mark, Zitruspresse 4 Spritzschutz 17,50 Mark



Marlies Klosterfelde braucht die Maschine beruflich

»Ein bewährtes Gerät, das fast alles kann«

Marlies Klosterfelde kocht nicht nur für ihre Familie und ihre zahlreichen Gäste, sondern auch aus beruflichen Gründen: Sie entwickelt und kocht Gerichte für Zeitschriften. Da ist es wichtig, daß das »Handwerkszeug« tadellos funktioniert. Seit einem Jahr benutzt Marlies Klosterfelde die Braun-Küchenmaschine und ist mit ihr sehr zufrieden. Besonders vom Fleischwolf ist sie begeistert: »Mit ihm habe ich schon ohne Schwierigkeiten Fleisch für neun Pasteten auf einmal zerkleinert. Auch wer nur eine Pastete im Jahr zubereitet, sollte sich unbedingt dieses Zusatzgerät anschaffen.« Marlies Klosterfelde vermißt zwei Zusatzgeräte: einen Mini-Zerkleinerer und einen Entsafter. Für die ansonsten perfekte Maschine hat sie zwei Verbesserungsvorschläge: Der G bearm für Rührbesen Knethaken müßte ein nier haben, damit ma hochklappen kann, wenn zwischendurch Zutaten Schüssel füllen will. Un Dorn, auf den man die schüssel steckt, müßte m decken oder versenke nen. Dann könnte ma das Gemüse für Salat in die Servierschüss peln. Fabrikat: Brau chenmaschine KM Preis: Grundgerät mit und Knetwerk un Rührschüssel Mark; Sonderzub Mixaufsatz: 56 M Schnitzelwerk: 88 M Fleischwolf: 124 Mar truspresse: 26 M



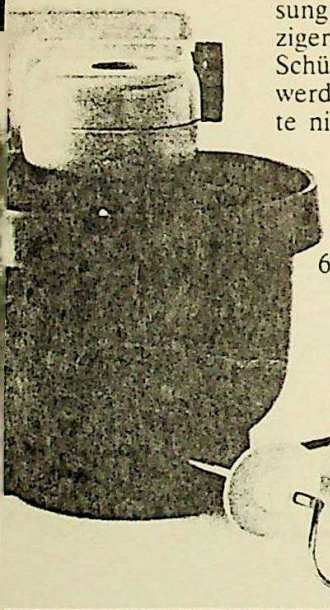
OVER →

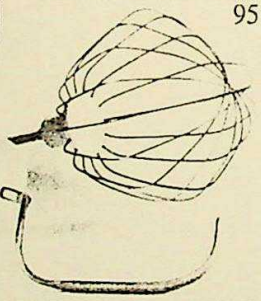
D7/~~159~~ 379 P. 68 SW FEB, 1981
SCHÖNER WOHNEN

Doris Nies arbeitet halbtags. Sie hat vier Kinder

»Klein, aber für große geeignet«

s Gerät, das außer- aussieht, wünschte Nies. Sie kaufte sich Jahr die Bosch-Küine. Bis dahin be- ein Handrührgerät amit auch zufrieden. r aber wegen eines dens schwer, bei längerer dauernden Arbeiten das Gerät in der Hand zu halten und zu führen. Inzwischen schätzt sie nicht nur die Kraftersparnis, sondern auch, daß sie Zeit gewinnt. »Während die Küchenmaschine den Teig rührt, kann ich schon das Backblech einfetten oder den Geschirrspüler ausräumen.« Die Bosch-Maschine läßt sich leicht zusammensetzen: »Den Getriebearm kann man hochklappen, wenn man Rührbesen und -schüssel abnimmt, oder wenn man größere Mengen Zutaten in die Schüssel füllt. Die Bedienung ist so einfach und logisch, daß ich die Gebrauchsanweisung nicht benötigt habe«. Einziger Kritikpunkt: Wenn die Schüssel nur wenig gefüllt ist, werden die Zutaten in der Mitte nicht gleichmäßig verrührt.





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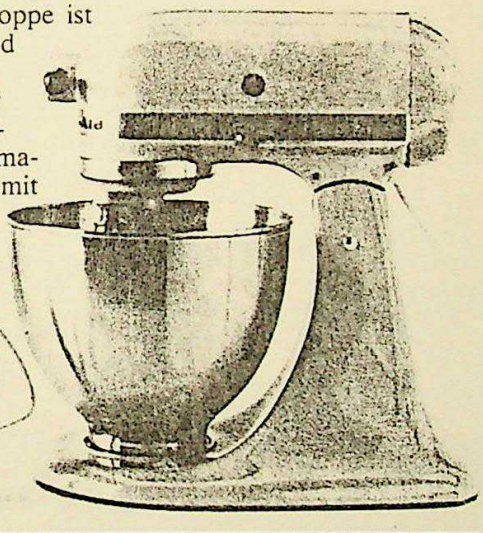
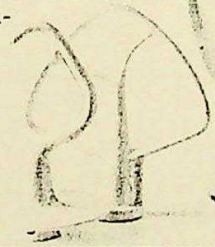
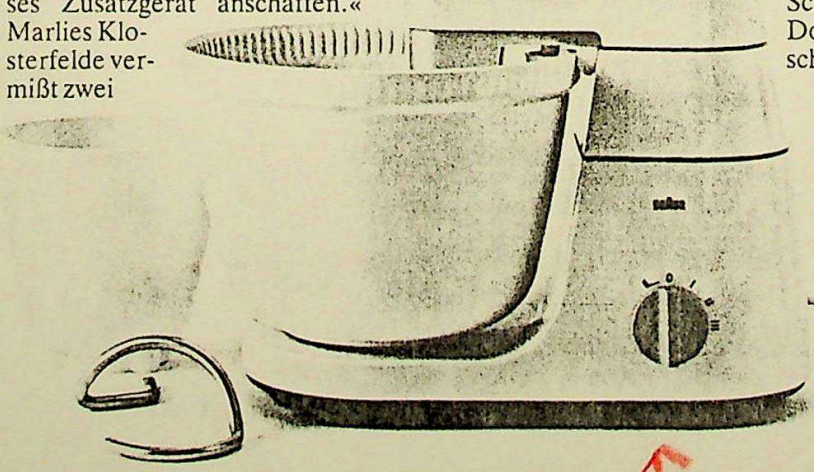




Marlies Klosterfelde braucht die Maschine beruflich

»Ein bewährtes Gest alles kann«

Klosterfelde kocht ür ihre Familie und eichen Gäste, sonh aus beruflichen Sie entwickelt und ichte für Zeitschrifes wichtig, daß das kszeug« tadellos t. Seit einem Jahr larlies Klosterfelde un-Küchenmaschine ihr sehr zufrieden. vom Fleischwolf ist sie begeistert: »Mit ihm habe ich schon ohne Schwierigkeiten Fleisch für neun Pasteten auf einmal zerkleinert. Auch wer nur eine Pastete im Jahr zubereitet, sollte sich unbedingt dieses Zusatzgerät anschaffen.« Marlies Klosterfelde vermißt zwei Zusatzgeräte: einen Mini-Zerkleinerer und einen Entsafter. Für die ansonsten perfekte Maschine hat sie zwei Verbesserungsvorschläge: Der Getriebearm für Rührbesen und Knethaken müßte ein Scharnier haben, damit man ihn hochklappen kann, wenn man zwischendurch Zutaten in die Schüssel füllen will. Und den Dorn, auf den man die Rührschüssel steckt, müßte man abdecken oder versenken können. Dann könnte man z. B. das Gemüse für Salat gleich in die Servierschüssel raspeln. Fabrikat: Braun Küchenmaschine KM 321; Preis: Grundgerät mit Rühr- und Knetwerk und zwei Rührschüsseln: 290 Mark; Sonderzubehör: Mixaufsatz: 56 Mark; Schnitzelwerk: 88 Mark; Fleischwolf: 124 Mark; Zitruspresse: 26 Mark. ▶



OVER →

D7/379

regular & magnifying with lighting feature

automatically when opened

MODEL 88

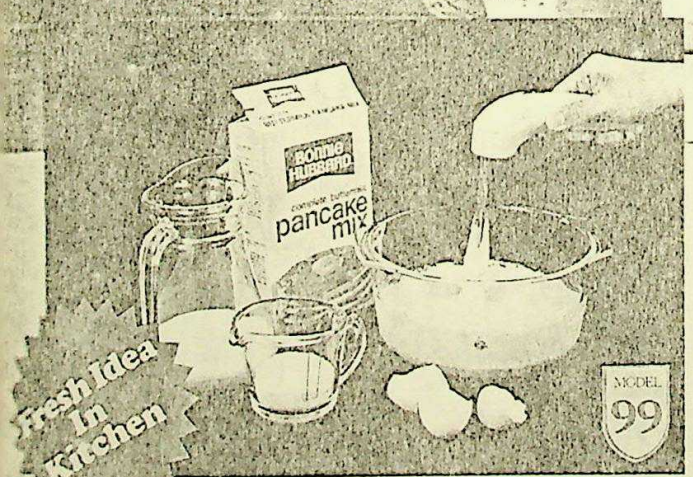
2½" mirrors with lighting feature. Compact to take anywhere. Perfect in dimly lit restaurants or night clubs. Best for use in vehicles. Complete with velveteen carrying pouch. Use two AAA (UM-4) size batteries.

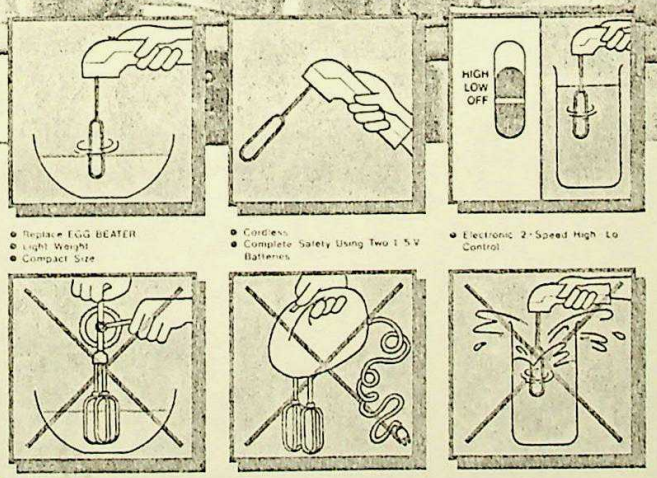
HONG KONG ENTERPRISE
SEPT. 1981 P.79

Mini Mixer

FOR CAKE MIXES
BEATING EGGS
WHIPPING CREAM
FILLINGS
MIXING DRINKS

Stir Up





- Replace EGG BEATER
- Light Weight
- Compact Size

- Cordless
- Complete Safety Using Two 1.5 V Batteries

- Electronic 2-Speed High Lo Control

MODEL 99

Fresh idea in Kitchen

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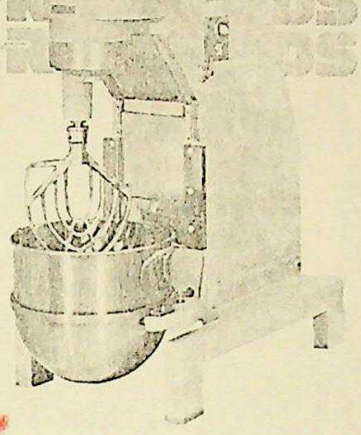

All you knead to know about making dough.

For over 70 years, Reynolds has been the expert on professional mixers, because while others may have mixers as part of a line, Reynolds' primary business is mixers. Consequently, we've been able to design a mixer that's light years ahead of the others in performance, features—and price.

Our heavy-duty 80-quart and 140-quart mixers are designed to help you turn out as much dough (or other materials) as you need—with no down time. Reynolds mixers run cooler, longer, and with less maintenance...even under the maximum rated load.

Talk to your Reynolds rep about getting a Reynolds mixer. After all, the more dough you make, the more dough you make.

The new spirit of
REYNOLDS ELECTRIC™

Dept. 203, 1800 Madison Street
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FREE baker's hat

FREE OFFER! Send in this coupon to the address above and we'll send you a Reynolds catalog AND an attractive baker's hat with the Reynolds logo and "I'm Mixing With The Best Of Them"!

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City _____
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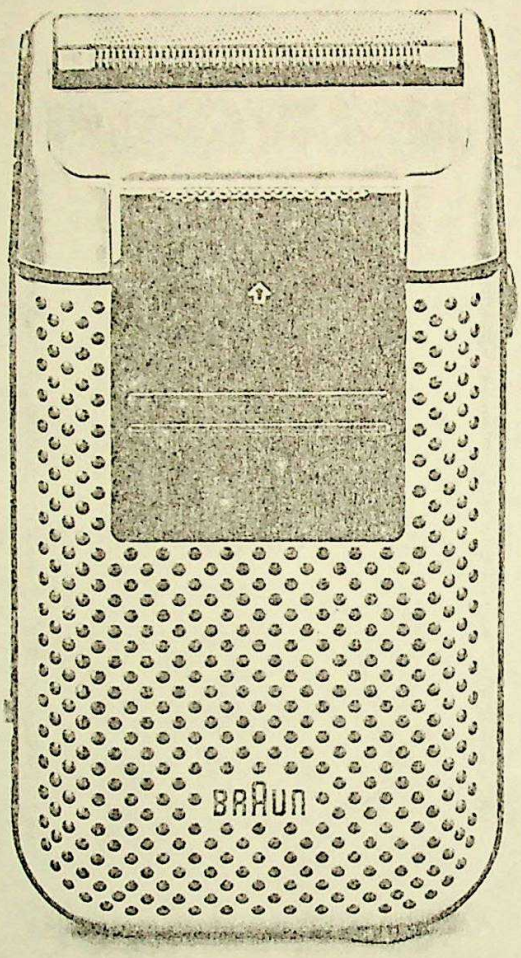

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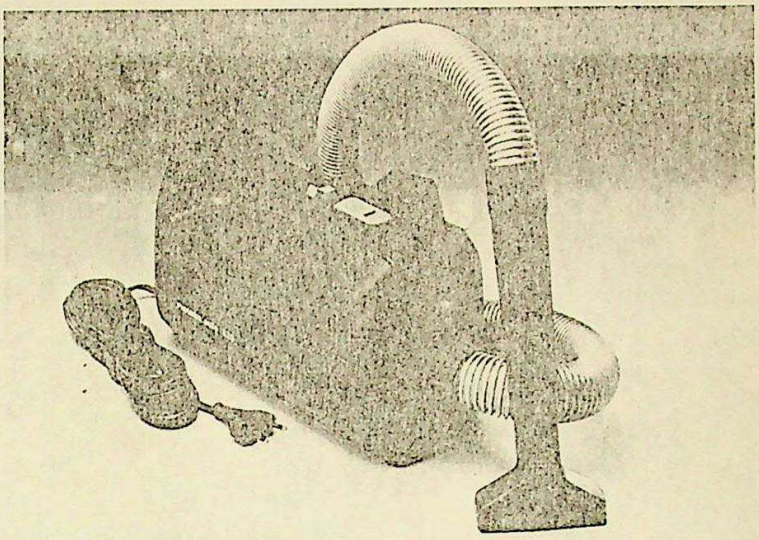

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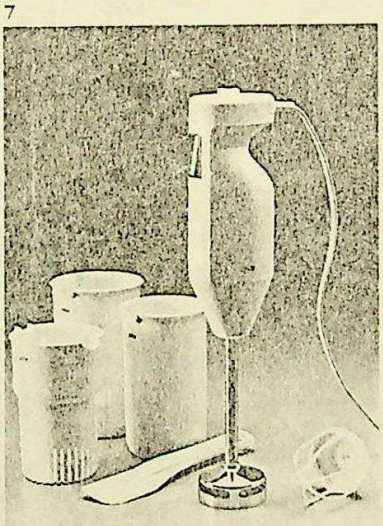

8

6 ***Cutting it close***
The Shaver Micron 2000 can be used with either cord or recharger. With cord, it adapts to the alternating current of any country.

Hundreds of soft knobs on the Shaver Micron 2000's stainless steel housing provide a sure grip. The ultra-thin platinum-coated Micron shaving foil and feed-in comb are both mounted on a removable chassis to simplify cleaning. A one-touch control turns the shaver on or off, and operates the extendable long-hair trimmer. Activated by replacing shaver in its bracket, the built-in recharger features control light and special circuits for over-charge protection. The package includes travel pouch and standup mirror.

Designed for Braun AG, Kronberg, West Germany, by Braun design staff

7 ***Cleaning machine***
The Auto S 10 and S 20 compact vacuum cleaners differ only in electrical current requirements. The Model S 20, designed for use with alternating current, comes with a 6-meter cord. The S 10 runs on a car's battery. Both models, made of black, injection-molded Polystyrol.

Designed for Progress GmbH, Stuttgart, West Germany, by Erich Slany

8 ***Stick mixer***
Designed for use in saucepan, bowl, jug, or beaker, the 150-W Stick Mixer MR 6 Vario has continuous electronically controlled speeds ranging from 800 to 20,000 rpm. The switch must be held down to activate the mixer. The ring-shaped guard at the base of the stainless steel stick protects the blade.

Designed for Braun AG, Kronberg, West Germany, by Braun design staff

People and Projects

Product and exhibit designer opportunities, corporate identity surveys, and staff and firm news

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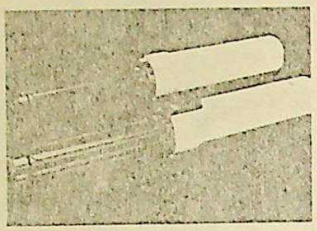
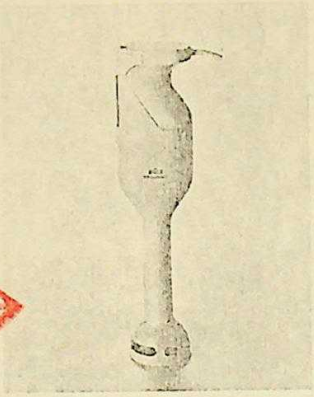
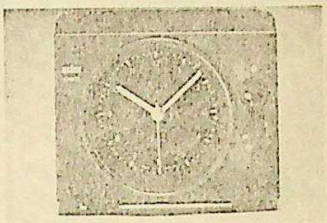


Low-priced Braun designs for U.S.: curling wands . . .



. . . One speed Minipimer . . .



. . . Exact Quartz clock

Non-Braun designs sold under Braun name

You no longer have to be Dieter Rams to have your designs marketed under the Braun label.

A licensing agreement between Braun AG in West Germany and its new U.S. distributor, Schawbel, Cambridge, Mass., provides for the use of the Braun name on products by outside designers. The agreement stipulates, however, that Braun approve of both the product's quality and design.

Braun AG, a division of Gillette, Boston, also plans to market lower-priced products through Schawbel. Braun Appliance USA, the first division of the newly formed company, is preparing to widen distribution, formerly handled by Gillette. William Schawbel, president and owner, intends to expand into smaller cities, concentrating on department stores and specialty shops.

Presently U.S. sales represent a mere 2% (under $10 million) of Braun's worldwide business, although, in the kitchen and personal care appliance business segment, that figure is three to four points higher.

Lower-priced products among five new items in all three Braun categories—kitchen, personal care, and clocks—are pictured above. (For mixer's European counterpart, see Nov./Dec. '81, p. 21.)

Market, financial goals spur identity changes

The main goal of corporate identity changes is improved marketing efficiency, especially among consumer-product companies. Although most executives are satisfied with many aspects of their systems, about one-third criticize the design, according to the Corporate Communications Report issued by Corpcom/Dunne, a Chicago marketing and communications firm.

To assess the value of corporate identity systems presently in use, and to determine how management linked identity to major problems and goals, the firm polled top corporate management at all of the Fortune 1300 companies. The survey collected data from 164 CEOs on size and type of business, age and cost of their present identity system, and management's opinion of its features.

The companies polled, of which 73% were industrial and consumer-products businesses, had an average of $3 billion in annual sales.

Excluding capital expenditure on fleet and architectural identification, outdoor signs, and supplies used in the normal course of business, the basic cost of 48% of the identity conversions was under $50,000. Of the remaining companies, 26% spent $50,000 to $100,000, 23% spent between $100,000 and $500,000. Only 3% exceeded $500,000.

When identity programs were instituted, the major objective for consumer companies was the improvement of marketing, while industrial companies sought a higher profile in total, 55% cited greater marketing efficiency as the primary objective. Nearly two in five reported awareness in the financial community as their aim, while 8% sought better internal communications.

Systems design was found to be the greatest problem with corporate identities, Corpcom/Dunne president William Dunk points out. He suggests that design implementation and follow-through subsequent to the creation of the graphics are poor.

Assessing the effectiveness of their identity systems, executives were asked to respond in positive and negative categories. The majority (58% from 157 responses) felt that their systems correctly reflected the desired image.

But of those executives, 56 responded negatively, complaining that their systems, implemented by divisions, were too complicated and expensive, or badly designed. The remaining 41% split on complaints that their systems did not fit their companies or that they were outdated. (The survey gives no ages for the systems termed outdated.)

Less restrictive words in new corporate names

Movement toward more distinctive names that do not limit a company's perceived activities, and movement away from names composed of initials were trends detected by the annual survey of corporate name changes conducted by Anspach Grossman Portugal, the New York City marketing communications and design consultants. "We see a trend toward the elimination of restrictive words," states Joel Portugal.

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WILLIAMS – SONOMA
CATALOG CHRISTMAS 1984
p. 61 Recvd 12/1984

A Made **Cream** whips cr ened an N_2O car the unus canister corrodib top. 12½" H., made in Austria. #33-45393 Regularly $39.50 **Special Price $30.00** (Cartridges not included.)

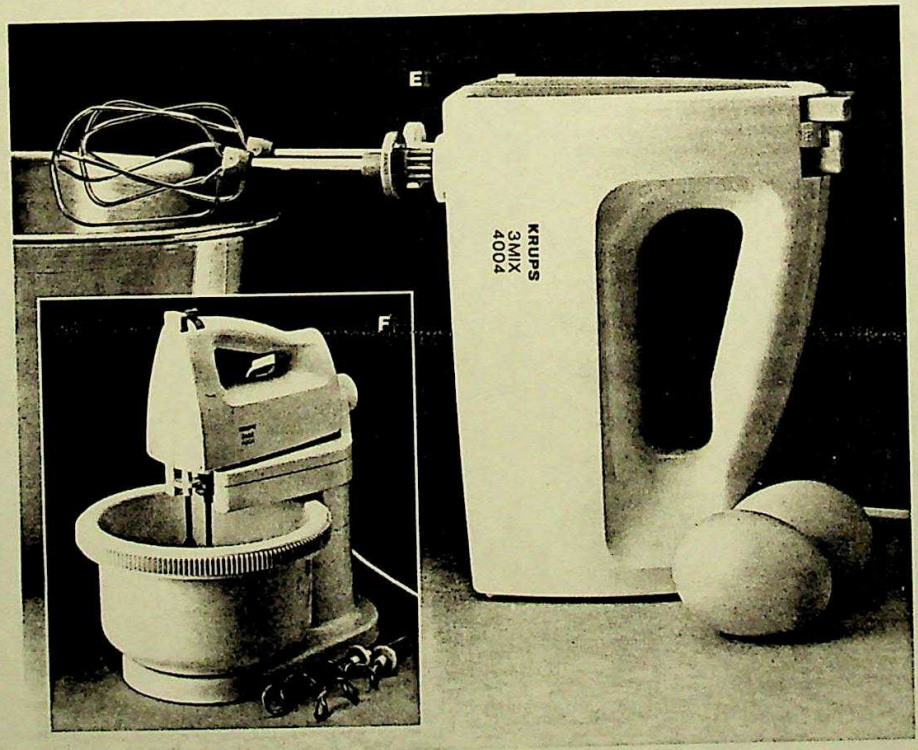
Use only **N_2O Cartridges** with dispenser. Set of ten #33-13227 $4.50

B Braun **Coffee Gaggia Espresso/Cappuccino Machine** is built with the same precision as the bigger Gaggia machines but requires far less space. It takes only 2 minutes to heat, and can then be used in continuous operation. The water tank holds 2¼ quarts (sufficient for 50 cups of espresso) and additional water may be added at any time. Espresso is brewed at 209°; steam nozzle for frothing milk ejects steam at 297°. Sleek plastic housing, 8" x 10" x 14¼" H., full instructions included. UL listed. #33-61283 Regularly $250.00 **Special Price $199.00**

C Delightful green tinted **Optic Glass Compotes** look as though they belong in a 17th century still life canvas. Of wide, low proportions on a short pedestal base, the sides of the bowl terminate in a wavy-edged rim. It's a marvelous shape for serving custards, mousses, ice cream and fresh fruit. 6 oz. cap., 4¾" diam. x 3⅜" H., made in Spain. Set of six #33-65888 $19.50

D Solid copper round-bottomed **Zabaglione Pot** with polished brass handle is an extra-deep sphere designed expressly for preparing the airy, velvety custard known as *zabaglione* which originated in the Piedmont region of Italy. A simple mixture of egg yolks, sugar and Marsala, it is traditionally whisked over simmering water — a process greatly facilitated by the superior heat conduction of heavy copper. (In France, a lighter version (*sabayon*) is made with white wine and is served as a dessert sauce 12 cup cap., 8½" diam. x 5½" H. with 7½" handle, made in France. Recipe incl. #33-66381 $60.00

E,F The **Krups Hand Mixer** was designed for the serious cook who wants the mobility of a hand-held mixer that is also extremely powerful. Mixer can be set at rest in an upright position and has three speeds — low, medium and high — and a pulse switch. Optional **Krups Stand** converts unit to a stand mixer and comes with a 3½ quart heavy plastic bowl which revolves slowly as the beaters rotate from one side of the bowl to the other. Made of high impact plastic.
E Hand Mixer #33-68197 $55.00
F Hand Mixer, Stand & Bowl #33-68189 $90.00 **Special Introductory Price $69.00**
(There are also several attachments available for the hand beater. Please write or call our Product Information Department for information on them.)



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Williams-Sonoma
Catalog Fall 1985
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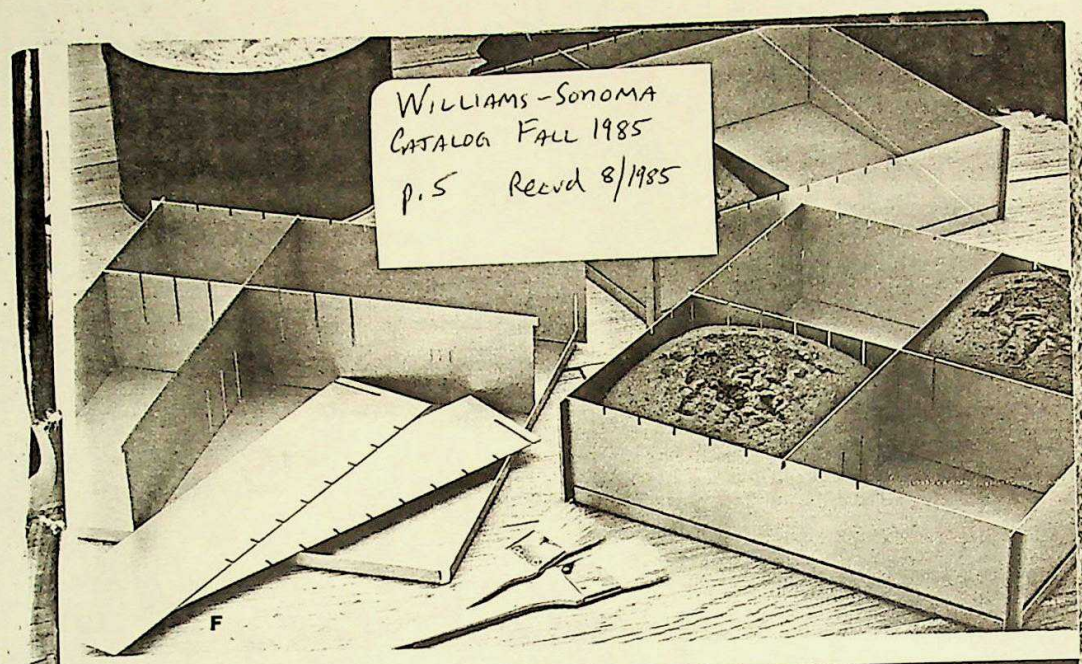
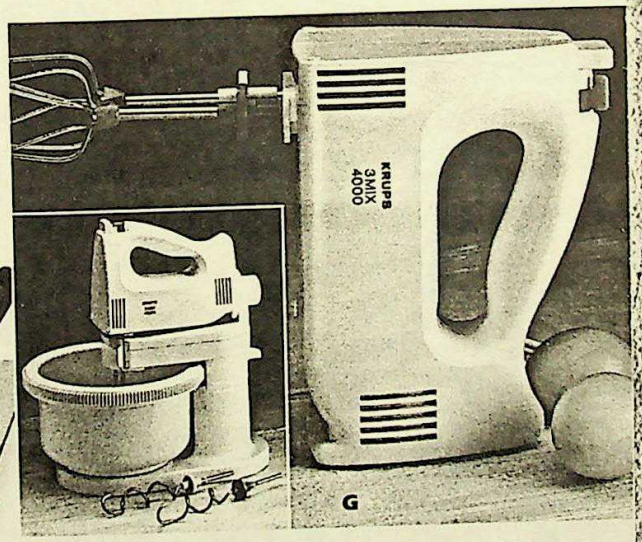


F

F Multi-Size Cake Pan bakes any size oblong or square cake up to 12" x 12". It's ideal for making festive tiered cakes, wedding cakes, loaf and fruit cakes. You can bake up to four different flavors at a time, or batch bake to save time and energy. Sides and cross pieces slot into position and dismantle easily for removal of baked cakes. The hardened, anodized aluminum pan packs flat for storage, and is dishwasher safe. 12" square base comes with four notched side pieces and two notched cross pieces. Made in England.
#45-87999 $19.50



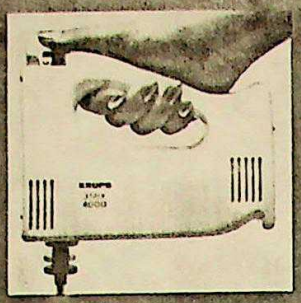
G

E

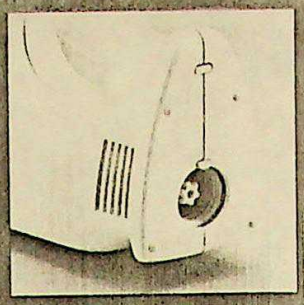
G The **Krups Hand Mixer** was designed for the serious cook who wants the mobility of a hand-held mixer that is also extremely powerful. Mixer can be set at rest in an upright position and has three speeds: low, medium and high. Optional **Krups Stand** converts unit to a stand mixer and comes with a 3½ quart heavy plastic bowl which revolves slowly as the beaters rotate from one side of the bowl to the other. Made of high impact plastic.
Hand Mixer, 160W, weighs 2 lbs. 7 oz.
#45-68197 $55.00
Hand Mixer, Stand & Bowl #45-68189
Regularly $90.00 **Special Price $69.00**

Please call or write our Product Information Department for details on hand mixer attachments.

Optimale Ausnutzung der Kraftrichtung.



Natürliche Hand-, Arm- und Körperhaltung.



Starker 160-Watt-Motor. Zusatz-Kupplung für weiteres Zubehör.

D7-379

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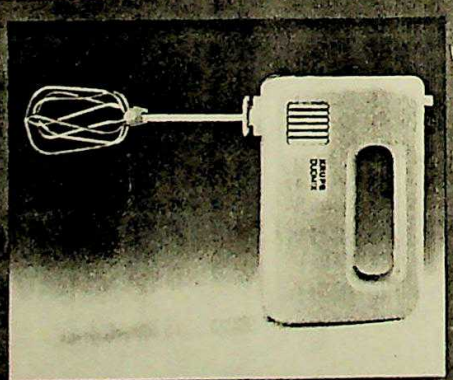
Mit dem Krups 3 Mix 4000 haben Sie das Grundgerät, das Sie ganz nach Ihren Wünschen und Bedürfnissen zum kompletten Küchensystem 3 Mix 4000 ausbauen können. Ein System, das Ihnen die Vorteile einer Küchenmaschine bietet und dazu die vielseitigen Einsatzmöglichkeiten des Krups 3 Mix. Alle Zubehörteile sind auch später noch erhältlich, so daß Sie jederzeit alles nachkaufen können.

Ein zusätzlicher Vorteil ist die ergonomisch günstige Gestaltung des 3 Mix 4000. Unterarm, Griff und Gerät verlaufen in einer Kraftrichtung, d.h., Sie können ohne Anstrengung oder Ermüdung arbeiten. Der schräggestellte Griff ist der Handflächenform angepaßt und erlaubt somit eine unverkrampfte Hand-, Arm- und Körperhaltung. Kurz: Mit dem Krups 3 Mix geht die Küchenarbeit leicht von der Hand.

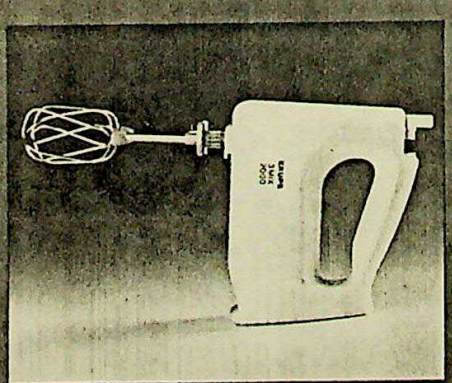
86/87 KRUPS CATALOG PAGE 15
MAIL RM. DATE 12-14-87

Die Ausbaustufen:	
Krups 3 Mix 4000	Krups 3 Mix 2000
Zerkleinerer	Schälmaschine
Dosenöffner	Schnitzelwerk
Mixaufsatz	Passierstab
Schälmaschine	
Schnitzelwerk	
Rührständer	
Schnellmixstab	
Passierstab	



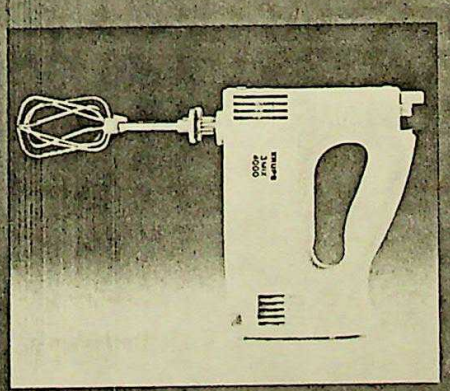
Krups Duo Mix

Das preisgünstige Angebot für alle, die nur kneten, quirlen und Sahne schlagen wollen. 3 Geschwindigkeitsstufen, 2 Duo-Quirle, 2 Duo-Kneter, Auswerfertaste. 140 Watt. Farbe: Beige. **Art.-Nr. 728**



Krups 3 Mix 2000

Kraft und Handlichkeit in idealer Form. Der Kompakte für die kleine Küche oder den Single-Haushalt. 3fach ausbaubar. Leistungsstarker 150-Watt-Motor mit 3 Geschwindigkeitsstufen. 2 Turbo-Quirle, 2 Spiral-Kneter, Auswerfertaste. Wandhalter. 150 Watt. Farbe: Weiß. **Art.-Nr. 725**



Krups 3 Mix 4000

Kraft und Handlichkeit in idealer Form. Universell ausbaubar. Die starke Basis für das komplette System 3 Mix 4000. Starker 160-Watt-Motor mit drei Geschwindigkeitsstufen. 2 Turbo-Quirle. 2 Spiral-Kneter, Auswerfertaste, praktische Kabelaufwicklung. Zusatz-Kupplung für weiteres Zubehör. Wandhalter. 160 Watt. Farbe: Weiß. **Art.-Nr. 722**

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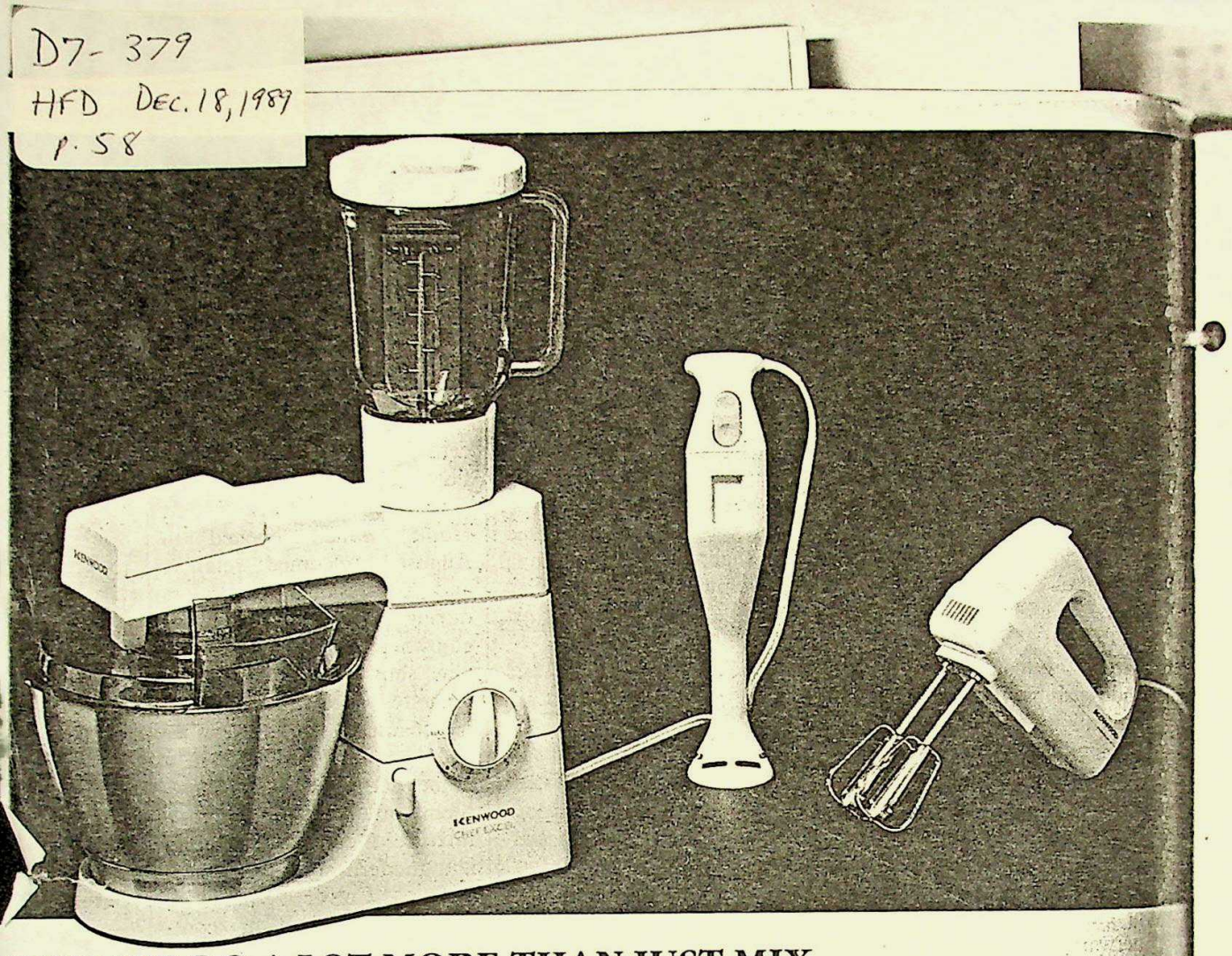
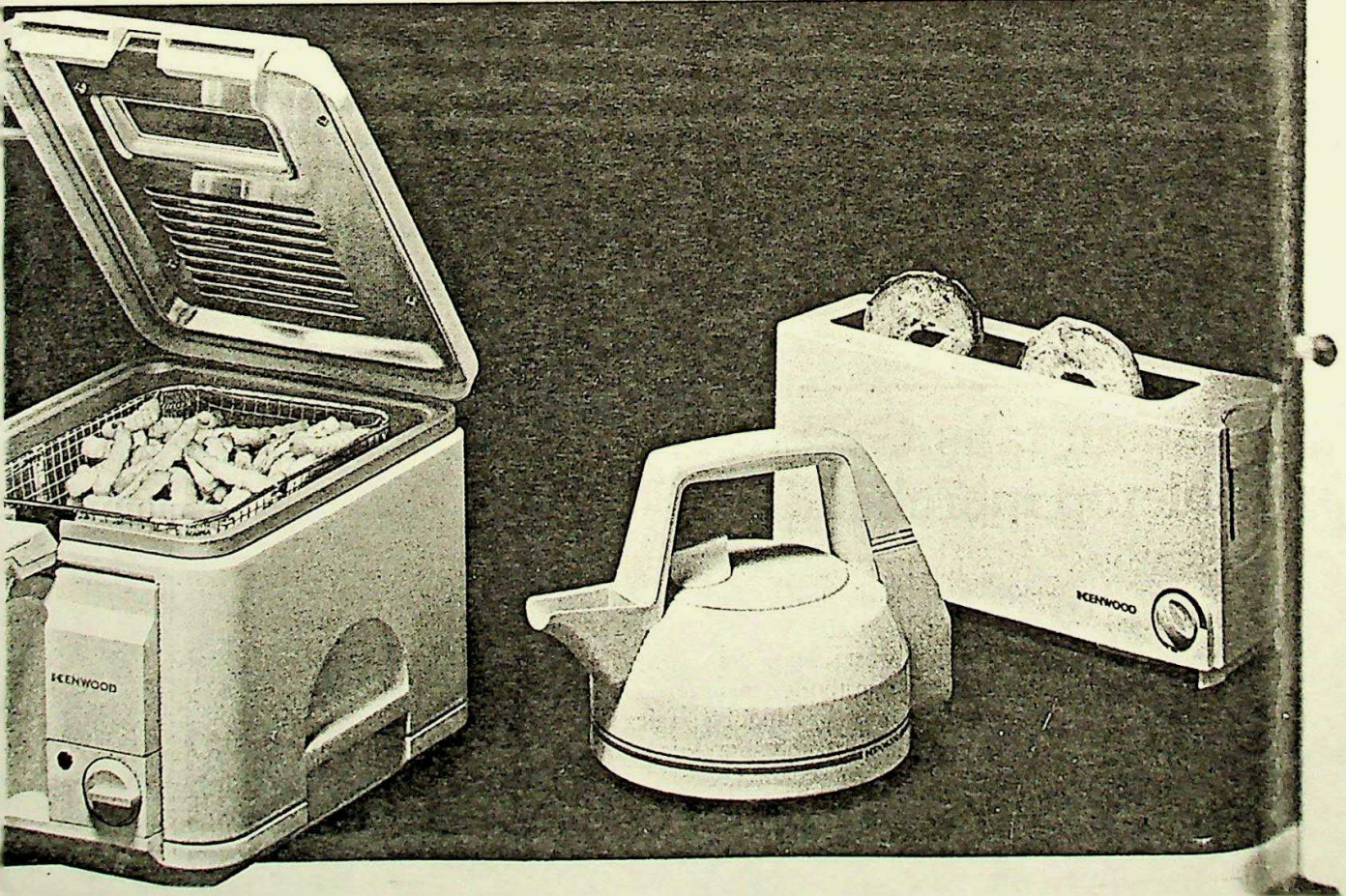
HFD Dec. 18, 1989
p. 58



OOD WE DO A LOT MORE THAN JUST MIX



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Hamilton Beach
Proctor-Silex
Jan. 6, 1994
D7-379

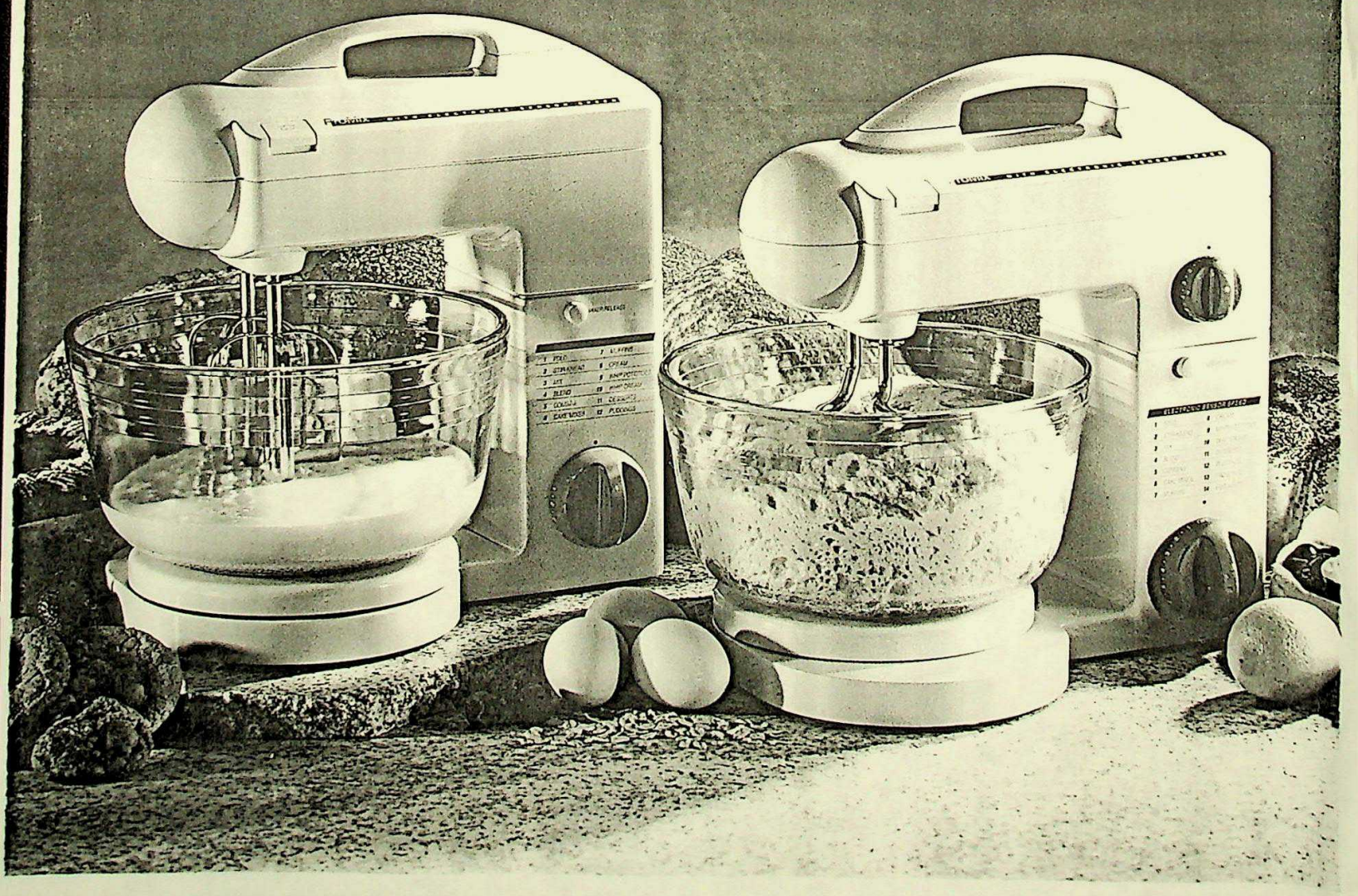
Introducing

The New ProMix Stand Mixers.

We Made Them Great Then, We Make Them Great Now.

Hamilton Beach stand mixers have stood the test of time. Many of our original models are still whirling away in the kitchens of America, serving families for two and a half generations.

With this tradition of durability as our foundation, we've re-engineered our stand mixers–incorporating the latest features demanded by today's consumers. The result is the Hamilton Beach ProMix Stand Mixer.



the new Streamlined

NORMA PENCIL

writes in

2 3 OR 4 Colors

Norma shifts on high; changes color instantly with the flick of a finger! Made in America by American craftsmen. **Norma** is guaranteed for mechanical perfection . . . and is a top notch writing instrument.

Highly desirable as *gifts, prizes, advertising or for personal use.* Comes in a variety of beautiful finishes from chrome to gold. Names can be engraved on the barrel. **Norma** is universally accepted. In order to appreciate this unique pencil it must be seen and handled. We suggest you order samples on memorandum—also request literature.

NORMA MULTIKOLOR, INC.
39 West 32nd St., New York City

magazine ad is reproduced on page 14 of this issue.

~ Wildroot Co., Inc., is offering a bottle of Wildroot hair tonic and a Pro-phy-lactic hairbrush for 79 cents. Magazine ads urge readers not to miss "this big bargain in better looking hair. Genuine 50c Pro-phy-lactic Brush given away with purchase of three-action Wildroot-with-Oil."

~ American Home Products are offering radio listeners an American Flag pin for the return of an empty Kolynos carton.

~ Still running: Ads offering a specially designed gum massager for the empty carton from a 50-cent tube of Forhan's tooth paste.

Coffee, Tea

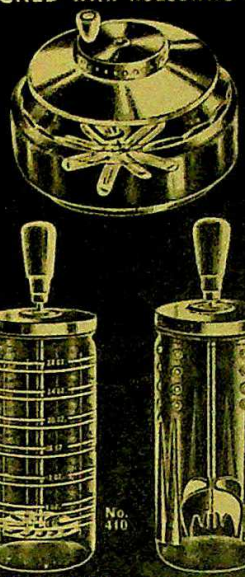
~ Albert Ehlers, Inc., shape their current premium appeal, through newspaper ads, around three initialed silverplate spoons—offered for 25 cents and one coupon from Ehlers Grade "A" coffee.

~ Large Newspaper ads spotlight a 752-page cook book as a special bargain to consumers of Wilkins coffee. "The United States Regional Cook Book," containing "America's best-loved recipes," thumb-indexed and with stiff, waterproof cover, is valued at $2.50, but Wilkins coffee users, the ads explain, can buy it for $1 and five coupons from the product. The ads include a free coupon which will be honored by the advertisers if presented with four regular coupons. Also illustrated are three related premiums, an aluminum vacuum coffee maker, an electric heating unit and a glass coffee maker, for five coupons and $1 each. The upper and lower bowl of the last-named item require, separately, three coupons and 50 cents and three coupons and 55 cents, respectively.

~ New England Stores offer five name-imprinted pencils for 10 cents and one coupon from a bag of Royal Worcester or Nessco coffee.

~ Still running: In certain territories, Lipton's offer of amber-colored iced tea glasses, one with

CREATING and HOLDING GOOD-WILL — THREE SMART NEW PREMIUMS PACKED with housewife appeal



325 TIP-N'-WHIP. 1-qt. Beater Set Mixer and beater. Tips and beats at any angle.
410 HOME DRINK MIXER. 1 qt. color decorated glass with measuring scale. Leak-proof.
420 ICE CHOPPER. 12 cube capacity Chops ice speedily, cleanly. Rustproof.

CHICAGO PRECISION PRODUCTS CO.
820 West Erie Chicago

DEW DROP
TOBACCO HUMIDIZER AND PERFUME PELLET

In colorful plastic, appealing to both men and women. Its absorbent center can be moistened for use as a tobacco humidizer, or dampened with perfume to be carried in ladies' handbags. A novel, useful, low-cost premium. Easy to mail. Can be imprinted.

COLUMBUS PLASTIC PRODUCTS, INC.
520 DUBLIN AVE.
COLUMBUS OHIO

FOR MAXIMUM RESULTS BUILD YOUR PROMOTION AROUND

ZENITH RADIOS

Zenith offers you top quality, a great name, pioneering developments, style, A1 performance, at prices to fit your needs. Let us show you how Zenith Radios will jump your sales—send for Zenith plan book of 60 specific promotion plans.

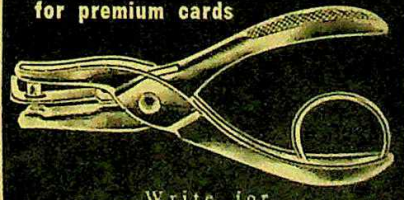
ZENITH RADIO CORPORATION
Premium Division
Chicago, Ill.

DIAMOND "ARMCO" STAINLESS STEEL WARE

New, exquisite tableware fashioned by Diamond Master Craftsmen. Styled for lasting popularity. Eternally bright. Does not rust, stain or tarnish. Not affected by fruit or food acids. Resists scratches. Priced perfectly for premium use.

DIAMOND SILVER COMPANY
LAMBERTVILLE, N. J.

PUNCHES for premium cards



Write for prices, illustrated matter and full particulars.

Manufactured by
McGILL METAL PRODUCTS CO.
Marengo, Ill.

November 1940

Page 44

Premium Practice

D7/380 ✱

D7/153

recd Dec. 2, 1942

Washburn Co. Cat. K-228
Inside front cover.

Something "NEW" Under the Sun!

Beats at an **ANGLE**—like whipping cream with spoon.

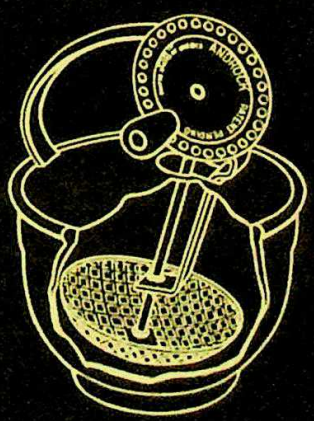
Cross-hatch design of turbine blade—knife-like edges break up cream while aerating it.

Clear glass, dish-type bowl specially made to support beater at correct angle . . of proper depth and diameter . . with most desirable concave inside face.

Easy-running — handle and knob designed for convenient operation.

All metal parts of steel, heavily nickeled in bright finish.

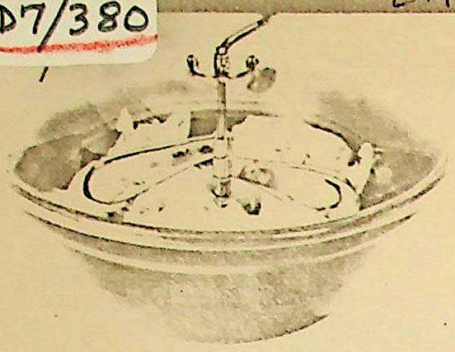
Here's an entirely new idea in a combined bowl beater — with each part engineered in *perfect* and *balanced* relationship to every other for most efficient performance — currently the most sensational development in the kitchenware field.



ANOTHER ANDROCK PRODUCT

D7/380

EMW 7-15-63 p. 50 tl



Karoff salad tosser booth 705

Karoff Originals is introducing its new "Miracle Revolving Salad Tosser." All the user need do is place salad ingredients into the 12-inch mosaic walnut bowl, put the Plexiglass cover in position and turn the handle to produce a scientifically mixed salad. The bowl is 10-inches deep and weighs four pounds. The mixing device is chrome plated. Suggested retail price is $22.95. Karoff also has novelty home bar units and a [illegible] rack with serving tray.
Karoff Originals, Ltd., New Y[illegible]

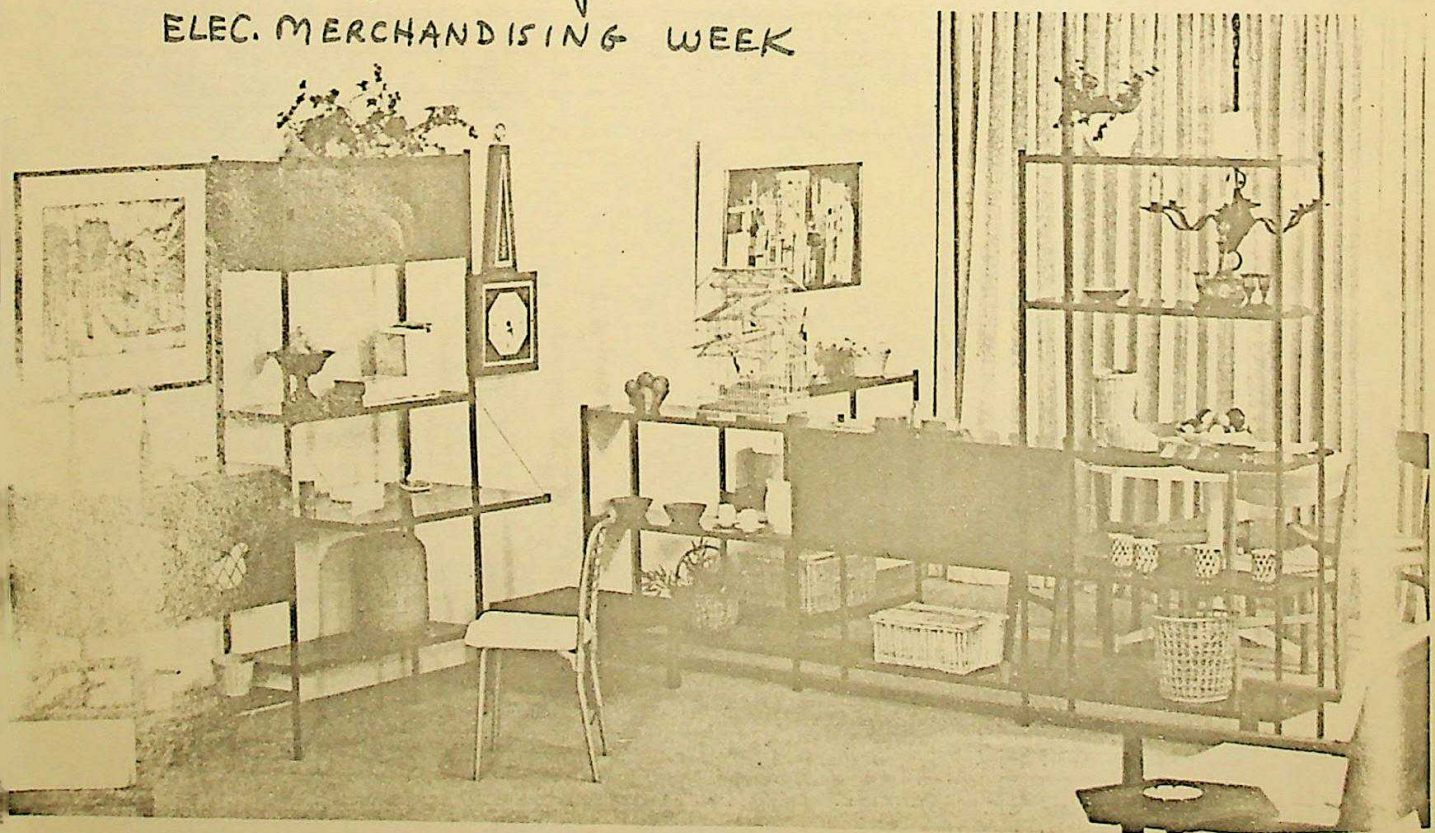
D7/380 92

WEEK'S 1963 SUMMER HOUSEWARES SHOWCASE

Ingraham shows new clocks booth 1460

Ingraham is offering twelve new clock models in several variations. In the electric alarm spotlight is the "Duchess" featuring a lighted dial at $5.98 (right) and a lighted dial with repeater alarm at $6.98. Other models include the "Pride" (above right) with lighted dial and repeater alarm at $7.98 and five versions of the "Mystic" with lighted dial, repeater alarm or both, ranging from $5.98 to $7.98. Three "Mystic" models will be in "telephone" colors. Two new decorator wall clocks are also being shown. The "Vogue" with cordless battery-operated movement in black or white case is priced at $9.98. The "Petal" in electric, eight-day or cordless movement is priced from $10.00 to $15.00.
The Ingraham Co., Bristol, Conn.

JULY 15, 1963 p. 50
ELEC. MERCHANDISING WEEK



More Hamilton Cosco Plan-A-Room units booth 1375

Hamilton Cosco is expanding its "Plan-A-Room" furniture line with the addition of new cabinet kits. Each kit contains two side panels, two back panels and two front sliding doors, plus the necessary hardware for installation. The tracks and attachment clips snap into place on Plan-A-Room shelves without the need for tools. Two models, available in 12 or 15-inch heights, have front sliding steel doors in walnut woodgrain to match the shelves. A third model features 15-inch doors of lattice grillwork in high-impact styrene. The back and side panels on all models are sturdy steel, finished in walnut grain. The 15-inch units are $9.95; $10.9[illegible] far west. The 12-inch units are $8.95; [illegible] higher in the far west. Also being shown [illegible] first time is a new Desk-Cabinet unit, feat[illegible] 12-inch enclosed cabinet, two open shelves fold-down desk shelf. $29.95; $31.95, fa[illegible]
Hamilton Cosco, Inc., Columbus, Indian[illegible]